

**Media Advisory**

**GotGinch = 2 guys, 1 RV, 30,000 pairs of ginch delivered to 10 agencies serving the homeless from Vancouver to Halifax**

*Toronto, ON (May 25, 2010)* – Yonge Street Mission’s Evergreen Centre for Street Youth is the Toronto stop in a cross-country odyssey by two Calgary-based philanthropists and entrepreneurs. Brent King and Robb Price are hitting the road and driving over 6,600 kms from Vancouver to Halifax in an RV, to deliver 30,000 pairs of ginch (men’s underwear) to homeless shelters from coast to coast.

This cross-Canada underwear drive, otherwise known as **GotGinch**, is in its second year. Last year entrepreneur, Brent King came up with the concept and delivered 25,000 pairs of ginch. The campaign was so successful (and so needed) that he decided to do it again this year and to increase the ginch delivery to 30,000.

King and Price are travelling the open road in an RV bulging at the seams with underwear from May 14 to May 27, stopping along the way to deliver 3,000 pairs of the ginch to ten homeless shelters in Vancouver, Calgary, Edmonton, Saskatoon, Regina, Winnipeg, Toronto, Ottawa, Montreal and Halifax.

So why are two fellows prepared to spend two-weeks in tight living quarters in an RV with 30,000 pairs of ginch? In 2008 Brent was inspired by the asking of a simple question of a local homeless shelter - "what do you need?" The response was a simple one – men’s underwear. Brent, an inventor and entrepreneur who has always had a unique way of looking at problems in order to solve them, got to work. Money was raised through the help of friends, family and business colleagues; a supplier for a large quantity of underwear was sourced; the order placed; an RV arranged and voila - **GotGinch** was born.

This type of ‘problem solving’ approach inspired another entrepreneur, Robb Price to join Brent on his cross-Canada underwear drive. Robb has developed a social giving network - DeliverGood.org. DeliverGood is an online tool that matches charities and non-profits in need of goods, volunteer time and funding with the individuals and companies that can provide them.

<b>What:</b>	GotGinch arrives with 3,000 pairs of underwear – Photo opportunity
<b>When:</b>	10:00am, Tuesday May 25, 2010
<b>Where:</b>	Yonge Street Mission’s Evergreen 381 Yonge Street Toronto ON, M5B 1S1
<b>Why:</b>	To inspire Canadians to take action by finding ways to ‘solve problems’ and get involved by visiting <b>DeliverGood.org</b> .

Follow **GotGinch** across the country at [www.delivergood.org/gotginch](http://www.delivergood.org/gotginch)

**For more information:**

**GotGinch/DeliverGood:**

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**Yonge Street Mission**

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Or, visit our online media room at [www.delivergood.org/mediaroom](http://www.delivergood.org/mediaroom) which includes:

- Images + cutlines
- 30 second audio/video clips
- Quotes
- Fun facts
- Bios of Brent King and Robb Price
- Full tour date schedule for Vancouver, Calgary, Edmonton, Saskatoon, Regina, Winnipeg, Toronto, Ottawa, Montreal and Halifax.

**About DeliverGood.org**

DeliverGood.org is a recently launched website developed to streamline and maximize the charitable giving process. It matches charities and non-profits in need of goods, volunteer time and funding with the individuals and companies that can provide the specific goods, volunteer time and funding. To find out more, visit [www.delivergood.org](http://www.delivergood.org)

**About Yonge Street Mission & Evergreen**

The Yonge Street Mission (YSM) is a non-profit organization that aims to meet the needs of a diverse society living in poverty in Toronto. The Mission operates over 100 programs and services, and last year made a positive difference in the lives of more than 18,000 people, from seniors, socially isolated adults, homeless street involved youth, to the many parents and children growing up in the low-income communities served by YSM.

YSM's Evergreen Centre for street involved youth receives over 88,000 visits each year from youth aged 16-24. Youth drop in for a meal then stay to take advantage of the dynamic programs offered including support for finding employment and housing, free medical services in the health clinic and respite childcare. Staff seek to build relationships with youth who often lack parental support and guidance during these formative years.