

MEDIA ADVISORY

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FOR IMMEDIATE RELEASE

Yonge Street Mission Fights Poverty with 20th Annual PATH Clothing Drive

Toronto - Starting Monday, January 22, Yonge Street Mission (YSM) will be taking over PATH, the longest underground shopping complex in the world. They will be setting up over [20 kiosks](#), where Torontonians can drop off gently used clothing and receive a ballot to enter to win one of [15 great prizes](#). Clothing collected from this drive will go to YSM's [Double Take Thrift Store](#), a community training and employment initiative for people who may face obstacles to regular employment and newcomers to Canada. Their goal is to help people living in poverty build stronger futures and work their way out of poverty.

Staff and volunteers will be accepting donations as of 7:30am on January 22, and Angie Draskovic, YSM President & CEO will be on-hand to officially kick off the 20th annual PATH Clothing Drive on January 22, 218 at 9:30am at First Canadian Place.

WHAT: YSM's 20th PATH Annual Clothing Drive – in support of one of YSM's Double Take Thrift Store, which serves as a community training and employment initiative in Regent Park

WHEN: Monday, January 22, 2018 at 9:30am
Opening Ceremonies with Angie Draskovic, YSM President & CEO and Jamie Harkins, Marketing Manager, First Canadian Place & Exchange Tower.

Photo opportunity: 9:20 p.m.

Clothing drive runs January 22 from 7:30am to Friday, January 26 at 2:30pm. Items are accepted year-round and can be dropped off at Double Take Thrift Store, 310 Gerrard Street East.

WHERE: First Canadian Place, PATH level (beside the Market Place Food)

WHO: Yonge Street Mission, First Canadian Place & Exchange Tower.

WHY: Clothing collected from this drive will go to YSM's [Double Take Thrift Store](#), a community training and employment initiative for people who may face obstacles to regular employment and newcomers to Canada. Their goal is to help people living in poverty build stronger futures and work their way out of poverty.

FACTS: 64% of newcomers to Canada report that their most significant barrier to employment is their lack of Canadian experience.

Recent newcomers to Canada are more likely to be unemployed than established immigrants – the unemployment rate for established immigrants (10+ years) is 5.4% while the unemployment rate for newcomers of 5 years or less is 12.9%.

This is the 20th year that Yonge Street Mission has held the clothing drive.

Over 6,000 bags are collected during the PATH Clothing Drive annually.

In the last year, \$16,500 worth of gift certificates were redeemed by community members/program users in need. Including those seeking employment, who may otherwise not be able to afford clothes for interviews.

For more info visit ysm.ca/DoubleTake.

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For more information about **Yonge Street Mission**, please visit www.ysm.ca or call 416-929-9614. Follow us on [Facebook](#), [Twitter](#), [Instagram](#) and [YouTube](#).

About The Yonge Street Mission

For more than 121 years, Yonge Street Mission has been working in downtown Toronto providing help, support and encouragement to Toronto's most vulnerable. As a developmental agency specializing in poverty-related challenges, we work closely with individuals, families, children, youth, and entire communities living with chronic poverty by offering holistic programs and a pathway that can transform the lives of people living with poverty in Toronto from merely surviving to thriving. Our aim is to help them rise out of poverty.

Our five locations are:

- YSM Evergreen Centre for Street Youth, 381 Yonge Street (*soon to be The Yonge Street Mission Evergreen Centre for Street Youth, 365/367 Spadina Avenue*)
- Christian Community Centre, 270 Gerrard Street East
- Genesis Place, 280 Gerrard Street East
- H.B. Martin Family Centre for Urban Education, 306 Gerrard Street East
- Double Take & TD Securities Computer Literacy Centre, 310 Gerrard Street East