

For Immediate Release

Sunday November 29, 2015



NEWS ADVISORY FOR MONDAY NOVEMBER 30, 2015

NEIGHBOURLINK LAUNCHES CRIB CAMPAIGN WITH MAYOR NENSHI

Community Leaders Join Together for Holiday Impact

After almost closing their doors earlier this year NeighbourLink Calgary is moving forward with a full head of steam this holiday season. Local Rotary Clubs have donated over 100 cribs to the “No Crib for a Bed” campaign and businesses all over the city adopting them. NeighbourLink is poised to help more infants than ever before through this, the largest campaign in their history. Join NeighbourLink as Mayor Naheed Nenshi launches the campaign and makes this year’s ceremonial first donation.

WHAT: No Crib for a Bed – Program Launch

WHO Neheed Nenshi, Mayor of the City of Calgary
Martin Harvey, District Governor of Rotary International
Chris Jost, Executive Director of NeighbourLink Calgary
Ken Lima-Coelho, VP Marketing & Communications of YMCA Calgary
*Adam Segal, Chief Marketing Officer of Storkcraft Manufacturing
*Confirmation pending

WHERE: Genesis Centre
7555 Falconridge Blvd NE
Calgary, AB T3J 0C9

WHEN: **Monday November 30, 2015 - 9:00 am**

NeighbourLink is an award winning organization serving the city of Calgary. We started as a grass roots operation through a small group people who had three things in common: they noticed there was a need, they cared about that need and most importantly they wanted to act. In 1993 NeighbourLink officially became a registered charity operating solely through a network of volunteers until 2000 at which time we were finally able to hire one paid staff. Since then we have been declared an “Essential Social Service” by Service Canada to our city and are currently in our 23rd year of operation. NeighbourLink’s primary purpose has not wavered; we are a non-profit organization that partners with other social service agencies, individuals, and corporations in order to provide essential resources and practical assistance to those who need it most.

NeighbourLink helps more than 10,000 unique clients in Calgary every year. Their needs include furniture, household items, baby supplies, food hampers, bus tickets and more. Our clients are screened financially, according to the “Low Income Cut off” set out by Statistics Canada. Clients come from all walks of life, and are all different types of people: Families, Individuals, Single Parents, New Canadians, Refugees, Disabled Persons, and Senior Citizens.

Contact:

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