

Feb. 27 ? United Way issues challenge to make it through ?The Longest Night?

United Way of Peel Region challenges residents to join the movement in creating awareness and generating support by making it through The Longest Night.

Any given night, there are between 169,000 and 195,000 individuals in Caledon, Brampton and Mississauga who are experiencing poverty and struggling to afford housing. With a wait list of 12,077, Peel has one of the longest social housing wait lists in the country.

“United Way of Peel Region focuses on poverty ? reducing it, preventing it and supporting those who are experiencing poverty right now,” observed United Way President and CEO Shelley White. “For those struggling to make ends meet, the threat of homelessness is very real. In our community, homelessness looks different ? some families and individuals who lose their homes are turning to their cars for shelter.”

Spending the night in your car can make for one of the longest nights of your life. It's uncomfortable. It's difficult and it's cold, but it's a reality for many.

Community members in Peel pledge to sleep in their cars for the night Feb. 27 to help raise awareness and funds for United Way of Peel Region's efforts to reduce poverty in the region. The community will be brought together virtually through pictures, videos and messages. Anyone can join the conversation at #LongestNightPeel

This unique and immersive experience is designed to help people understand the struggles that some of their neighbours face daily. After all, there are no homeless people ? there are human beings experiencing homelessness. If people's ways of thinking can be changed, it would make a world of difference.

Join agents of change from across Caledon, Brampton and Mississauga and help raise support and awareness for United Way of Peel Region's efforts to reduce poverty in the region.

To sign up, visit www.bit.ly/LongestNightPeel