



FOR IMMEDIATE RELEASE

Monday, July 10<sup>th</sup>, 2017

## **Bissell Centre Encourages You to Drop Your Gonch for Edmonton’s Homeless!**

EDMONTON – **Monday, July 10<sup>th</sup> - Saturday, July 15<sup>th</sup>, 2017** Bissell Centre hosts their 4<sup>th</sup> Annual #DropYourGonch underwear campaign encouraging the public to donate NEW underwear for men and women who are homeless in Edmonton. The underwear campaign is a week-long effort starting Monday, July 10<sup>th</sup> and wrapping up with a main event on Saturday, July 15<sup>th</sup> at Wheaton Toyota on the Trail.

Since the last three years, over 9,000 pairs of underwear have been donated for people in the inner-city. This year, the goal is to collect 3,000 pairs of underwear to meet the need through to the fall.

“Underwear donations would have to double to meet the current need for people on the streets,” says Devin Komarniski, Manager of Marketing and Communications at Bissell Centre. “One out of every two people is turned away without a fresh pair of underwear. Underwear is the least donated of clothing items and we are critically low where we can’t fill the need at this moment”, he adds.

The campaign promotes health and hygiene, while boosting self-esteem and confidence, which are crucial for people who are transitioning out of homelessness. “People living on the streets may go months without a new pair of underwear, which creates discomfort and a lack of dignity as they struggle to get off the streets,” says Devin.

People can find more information about drop-off locations, how to donate online, and to learn more about the campaign by visiting [bissellcentre.org/dropyourgonch](http://bissellcentre.org/dropyourgonch).

### **About Bissell Centre**

Bissell Centre is a social value agency that has been in Edmonton’s inner city since 1910. Bissell Centre provides emergency food and clothing, helps the homeless to find homes, supports families by offering free childcare, enables employment and life skills training, and empowers people in our community to lead prosperous lives. [www.bissellcentre.org](http://www.bissellcentre.org)

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