



**THE  
PUSH FOR  
CHANGE**

Presented by



**CANADIAN PIPING TRADES  
MÉTIERS DE LA TUYAUTERIE**



## **SPONSORSHIP BRIEF**

**Unity and Action for Canadian Youth**

# THE CAMPAIGN

The Push for Change is a national trek and youth empowerment movement to help end youth homelessness in Canada. The trek is designed to inspire, educate and challenge Canadians to realize their possibilities while changing the future of youth homelessness.



Joe will push a shopping cart across Canada commencing May 1, 2016, from St. John's, NL and end 17 months later in the very city Joe was homeless in; Vancouver, BC, on September 30, 2017. The shopping cart is a symbol of Joe's transformation from youth homelessness. It represents the very outcome we are trying to avoid for future generations. During the trek, Joe and The Push for Change team will engage with schools, communities and supporters of all types to create youth empowerment, raise awareness and funds to prevent youth homelessness. The extensive engagements will create a groundswell of public attention and increase awareness to exponential heights as the trek travels west.

## Highlights:

- 517 Days – 17 months being followed by a support vehicle
- 10 Provinces and engagements in 3 Territories
- 400 planned events in schools and communities—Passing by every local in the country
- 400x250 = 100,000 direct = 500,000 indirect
- Directly connect with 50,000 young people
- Another 50,000 general public
- Full Social and Traditional Com Plan developed
- Media impressions with earned/social into the millions
- Activation in Major Centers
- Launch/finish and key date celebrations
- Primary message is Prevention and youth safety
- Primary Partners - Law Enforcement and Education and Organized Labour
- Walk with Joe Campaign
- SleepOut Challenge Campaign

