



[insert contact details]

FOR IMMEDIATE RELEASE
November 12, 2010

CONTACT: [insert contact details]

MEDIA ADVISORY

Homeward 2020 and Partners Launch Registry Week to Survey, Identify Most Vulnerable Homeless

***Event Kicks Off Fort Collins' Participation in 100,000 Homes Campaign,
National Effort to House 100,000 Homeless by July 2013***

WHAT:

The Fort Collins Registry Week will create a by-name, photographic registry of local homeless and prioritize the most vulnerable for housing. Volunteers will traverse all across the Fort Collins community to find, identify and survey the area's homeless.

A local coalition, spearheaded by Homeward 2020, has teamed up with the nationally renowned organization, Community Solutions, and its 100,000 Homes Campaign (www.100Khomes.org). The program has become a national model for reducing/eliminating homelessness in major urban metropolitan areas including New York's Times Square.

MEDIA OPPORTUNITIES:

MONDAY, NOVEMBER 15 at 4 p.m.

Volunteer training and Registry Week overview with all Registry Week volunteers.

Speakers will include Colorado Representative **John Kefalas** and former Fort Collins Mayor **Ray Martinez**.

TUESDAY, NOVEMBER 16 at 5 a.m. ***EMBEDDED OPPORTUNITY*** with volunteer teams as they walk downtown streets to locate and survey local homeless **Cameras permitted, but media will abide by specified sensitivity protocol.**

FRIDAY, NOVEMBER 19th at 11 a.m. Press Conference to unveil results of data collected during Registry Week, including a detailed demographic breakdown of area's homeless and next steps. Speakers include: **Bryce Hach** of Homeward 2020, **Kara Mergl** of the 100,000 Homes Campaign, and others.

WHERE:

All media opportunities will take place at Volunteer Headquarters:

[insert contact details]

For more information, please call **[insert contact details]**

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