



MISSION
Bon Accueil

Media Invitation



Welcome Hall
MISSION

The Biggest Back-to-School Distribution in Montreal! **Welcome Hall Mission giving away 2,200 school bags to help children go** ***Back-to-School with Heads Held High***

Montreal, August 11, 2010 – For many Montreal families, buying school supplies is a challenge. To help them get their children ready for the first day of school, Welcome Hall Mission is giving away **2,200 school bags** with \$170,000 worth of supplies over 2 days, August 16th and 17th.

The 9th annual *Back-to-School with Heads Held High*

Come witness the joy and excitement when our facilities are transformed into an old-fashioned carnival with games, face painting, storytelling by renowned Quebec artist **André Lemelin**, snacks and fun characters, like **Montreal Alouettes'** mascot, **Touché**. As we hark back to a time when textbooks were carried with rope, exercise books were slates, and calculators were slide rules, each child will receive a brand-new back-pack filled with state-of-the-art school supplies, footwear and clothing. We're also giving away 40 refurbished computers!

Special Media Invitation

Monday, August 16th, 9a.m. - 4p.m. (closed 12-1p.m.)

Welcome Hall Mission - Multiservice Centre

4755 D Acorn Street (corner De Courcelle)

(St-Henri) Montreal, QC H4C 3L6

Welcome Hall Mission would like to thank our donors, particularly **La Fondation Marcelle et Jean Coutu**, **The Aldo Group** and **La Presse**, who make this distribution possible.

Welcome Hall Mission is a non-profit organization that has been fighting homelessness, poverty, social exclusion and hunger in Montreal since 1892. We operate the city's largest food bank, one of its largest men's shelters and run a live-in rehabilitation program.

We offer counseling and hot meals to over 100 street youth everyday, and provide activities and camps for over 6,000 children in underprivileged neighbourhoods.

www.welcomhallmission.com.

Contact:

Debbi Marsellos

Media Relations & Events

Welcome Hall Mission

T. 514.523.5288 ext. 340

C. 514.743.6948

dmarsellos@missionba.com