



Media reminder

Pan Am Place Gets Ready for 2nd Annual Sleep Out Fundraiser

WINNIPEG, Jan. 25, 2018 – Media are reminded this year's **Bold in the Cold: Pan Am Place Sleep Out fundraising event** will be held **Fri., Feb. 16**, to **Sat. Feb. 17, 2018**, from **8:00 p.m.** until **8:00 a.m.** The second annual 12-hour winter sleep out for charity Pan Am Place (PAP) will take place in Old Market Square at The Cube. In advance of Bold in the Cold, a PAP spokesperson and resident are available to talk about the event, goals and PAP.

This year, co-organizers PAP and Pan Am Boxing Club hope to attract as many as **100 participants** and raise **\$100,000** through participant pledges, corporate sponsorships, online donations and social media pushes. For the first annual event, held in late 2016, about 20 people slept out and about \$20,000 was raised.

Pan Am Place is a one-of-a-kind Winnipeg charity that houses and supports young, at-risk men while they work towards a positive life in a supportive, healthy and disciplined environment. Many of the residents have experienced homelessness as youth and young adults. Since opening in 2013, more than 200 young men have benefitted from mentorship; volunteerism; life, nutrition and job skills counselling; and regular workouts at [Pan Am Boxing Club](#). Residents who complete the program benefit from improved self-esteem and social skills, a healthier mind and body, and a sense of discipline that can be applied to tough situations for the rest of their lives. PAP is a registered charity. It was founded by Harry Black in 2013.

Contact:

- Web: www.panamplace.com/events/
- Facebook: www.facebook.com/panamplace
- Instagram and Twitter: @panamplace
- Hashtags: **#panamplace #PAPsleepout**

Sleep Out poster image attached for media reference and use.

For interviews, contact: Tamara Bodi, Director of PR and Social Media, McKim Communications Group, Winnipeg 204 284.2221 ext. 230



Residents with Sleep Out signs in front of Pan Am Place

FIGHT HARDER AGAINST HOMELESSNESS

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