



News Release

July 16, 2020

Yellow I Choose Hope Signs Helped Raise over \$215,000 for Addiction Recovery

CALGARY – Between July 20 - 23, the Calgary Dream Centre will be celebrating the conclusion of the I Choose Hope campaign that surpassed their fundraising goal amid the COVID-19 pandemic.

By now you should be familiar with the yellow I Choose Hope signs that appeared throughout the city over the last couple of months. These signs had a purpose, and that purpose was to lift spirits and raise hope.

The COVID-19 pandemic flipped everything upside down at the Dream Centre. They had to postpone their volunteer program, pause various funding streams, and implement social distancing regulations to ensure safety while maintaining the community and connection vital to overcoming addiction. However, despite the challenges, the Calgary Dream Centre never lost sight of hope.

“If we have learned one thing from the individuals who have walked through our doors, it is that hope always exists, even in the darkest of times,” says Jim Moore, CEO & Executive Director.

The Dream Centre decided to choose hope and invited the community to as well. The response was overwhelming. A generous donor stepped up to match the campaign up to \$100,000. Calgarians proudly wore I Choose Hope buttons and placed yellow signs on their front lawns. People shared the message on social media, they walked for hope, and some even shaved their heads.

In total, the Calgary Dream Centre raised over \$215,000 towards helping men and women in Calgary overcome the challenges of homelessness and addiction. This support will keep recovery strong and help the Dream Centre face the upcoming months with strength and resilience.

Between July 20 and 23, Jim Moore will be available for an interview to discuss the I Choose Hope campaign. Media is advised to schedule an interview before arriving.

About The Calgary Dream Centre:

The Calgary Dream Centre is a recovery organization working to change the lives of those most vulnerable in our city. We strive to guide men and women caught in cycles of homelessness and addiction into lives of purpose. We meet them where they're at, walking with them towards recovery one step at a time. Our vision is life change for the homeless and hurting. Our mission is to help people restore their dignity, discover their destiny, and realize their dreams.

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