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CALGARY

enough
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MEDIA RELEASE

Enough for All and Vibrant Communities Calgary challenge Calgarians to change perceptions of poverty

Calgarians asked to participate in \$7 A Day Challenge to build understanding towards those living in poverty

Calgary, Alta. [October 1, 2018] – Imagine having to choose between fixing your broken glasses or feeding your family? During End Poverty Month this October, Enough for All (E4A) and Vibrant Communities Calgary (VCC) are building awareness of poverty that exists in Calgary through an inaugural campaign – the \$7 A Day Challenge. The campaign invites Calgarians to spend a day in October living off of just \$7 – the average amount of money that those living in poverty typically have available to them according to VCC.

E4A's mission is to end poverty in Calgary and enhance the well-being of all Calgarians. The \$7 A Day campaign aims to change perceptions and stigmas associated with poverty by starting the conversation about what it is like to live in poverty in Calgary.

"Despite what many may think in our city, poverty does exist in Calgary and living off seven dollars a day is a reality for many of our fellow citizens," says Franco Savoia, Executive Director of VCC. "In launching this challenge, we are wanting to start the conversation and develop an understanding that poverty is not a choice."

Of the 1.2 million people living in Calgary, 122,000 live in poverty. Living in poverty is an issue that runs much deeper than the homeless population of Calgary as they are deprived of the resources, means and choices necessary to acquire and maintain the basic standards of living.

"Our most vulnerable groups are single mothers with young children, seniors, indigenous and immigrants. Imagine you don't have enough for transit fare and fresh vegetables for dinner tonight. These are the kinds of difficult choices those living in poverty face every day," continues Savoia.

The \$7 A Day campaign aims to encourage Calgarians to openly share the daily challenges those living in poverty face on social media with their circle of influence. With that comes the opportunity to remove the stigma of poverty and to build a deeper understanding of poverty in our city.

"By challenging our perceptions, we are empowering ourselves to better understand the issue of poverty in our city and can inspire those around us to join us in taking action to supporting our fellow Calgarians," adds Savoia. "It's as simple as helping out a neighbour, donating food or clothing, or making the reduction of poverty a priority in our city."

By participating in the \$7 A Day Challenge, Calgarians will see first-hand the impact of poverty has on individuals.

To learn more about the \$7 A Day Challenge and how to participate, visit www.enoughforall.ca/challenge-poverty-yyc

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About Vibrant Communities Calgary:

Vibrant Communities Calgary (VCC) is a non-profit organization that works collaboratively with various stakeholders, seeking to engage Calgarians to advocate for long-term strategies that address the root causes of poverty in Calgary. VCC is also the steward of Enough for All, Calgary's poverty reduction strategy. For more information, please visit www.vibrantcalgary.com and www.enoughforall.ca.

About Enough for All:

Enough for All, Calgary's community-driven poverty reduction strategy was adopted unanimously by City Council and the United Way of Calgary and Area's Board of Directors in 2013. In 2014, Vibrant Communities Calgary was appointed as the steward of the strategy. There are 20 collaboratives working on the four goals of the Enough for All Strategy. For more information, please visit www.enoughforall.ca. Organizations and individuals are welcome to contact Vibrant Communities Calgary to get involved. Email info@vibrantcalgary.com.

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