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Press Release - for immediate release

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On Saturday, February 28th Nelsonites will walk together in the chilly, dark streets to raise awareness and funds for those impacted by homelessness.

The funds raised through the Coldest Night of the Year fundraiser **stay local and support the Ready for Home program that operates out of Ward Street Place.**

The goal of the **Ready for Home** program is to stop the cycle of homelessness. It provides support to homeless individuals ready for housing, individuals newly housed and those at risk of losing their housing. At the core of *Ready For Home* are Housing Support Workers who directly support the residents of Ward Street Place to help with locating housing, transitioning into affordable housing and sustaining their existing accommodation.

Nelson CARES is committed to providing safe and affordable housing. A big part of reaching this goal means providing transitional and stabilization supports for individuals with physical, emotional, and mental health challenges. Supports include creating individual action plans, setting up appointments, providing referrals, and establishing a sense of belonging and community. The Housing Support staff work closely with each of the 40+ residents of Ward Street Place. The data shows conclusively that if we can support people to stay housed for a period of 2 years, re-entry into homelessness is significantly diminished, and health outcomes are dramatically improved.

Coldest Night Coordinator Stephanie Myers shares, “The issue of affordable housing and the unhoused can seem insurmountable, which can sometimes leave folks feeling frustrated and helpless. The Coldest Night of the Year fundraising walk is a very tangible thing people can do to directly support our neighbours to stay safely housed at Ward Street Place. You can walk, donate, or volunteer, and all of this will help our neighbours and our community.”

Without **Coldest Night of the Year** the **Ready for Home** program wouldn't be possible.

Our Vision

A healthy and inclusive community where complete respect for all individuals is an ordinary, everyday occurrence.

If you are curious about the event, please reach out to cnoy@nelsoncares.ca or head to cnoy.org/nelson to sign up.

It is with great thanks and appreciation that we recognize the 2026 sponsors who support this initiative. Once again, Nelson District Credit Union has stepped up to be this year's Lead Sponsor. Supporting Sponsors include: Nelson Home Hardware Building Centre, Urban Systems, Harmony Engineering, Spearhead, and Ellenwood Homes. Route Sponsors are: Nelson Orthodontics, Derek Deiner & Melanie Ward Mortgage Brokers, Kootenay Co-op Country Store, Rod Taylor Design, LASCA Construction and Design, Hallam & Associates Private Wealth Management, Kootenay Bakery Cafe Co-op, Sphere Environmental, and Terus Construction. Thanks to our media Sponsors Kootenay Co-op Radio and Vista Radio.

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