



November 2<sup>nd</sup>, 2022

## FOR IMMEDIATE RELEASE

### **BLANKET BC's ANNUAL "DRIVE ON THE LINE" CAMPAIGN** **\*\*NORTH AMERICA'S LARGEST BLANKET DRIVE\*\***

**WE'RE BACK!** After a 2-year absence due to the pandemic, Blanket BC has been provided the opportunity by Protrans BC, the operators of the Canada Line, to continue its flagship event which helps provide our most vulnerable with the much-needed warmth during the winter months.

On **November 18<sup>th</sup> & 19<sup>th</sup>**, **Blanket BC Society** will be launching its *12<sup>th</sup> Annual "Drive on the Line"* campaign, taking place along the **Canada Line**. This two-day blanket drive, where over **200 volunteers\*** ranging from individuals to families to corporate teams, will be collecting donations from passengers and public alike at **9 stations; Waterfront Station, Yaletown/Roundhouse, Vancouver City, Broadway/City Hall, Oakridge/41st, Marine Drive, Bridgeport, Lansdowne and Richmond Brighthouse.**

The most requested donations are socks, scarves, mittens, toques, and of course - blankets. All donated items will then be divided up and distributed to over 100 shelter programs and organizations that work directly with society's most impoverished individuals and families throughout **Metro Vancouver, Fraser Valley, Vancouver Island** and the **Sunshine Coast**.

The need is overwhelming this time of year, with shelters in desperate need to stock up **before it's too late!** This winter is predicted to be one of the harshest and coldest in decades.

#### ***About Blanket BC Society***

***"I could use a blanket, to survive the night"*** is the phrase that started it all. After giving one blanket to a homeless man 17 years ago, Blanket BC has grown from a father/son project to an organization that has handed out over **550,000 blankets to date!** Their mission is to provide ***"warmth from the heart"*** all year long, by collecting blankets and warm clothing for shelter programs, First Nations communities and families in need. Blanket BC has also shipped over 20,000 blankets to other countries around the world!

For more information and **interview requests**, please do not hesitate to contact the undersigned.

#### **Help make a warm difference, volunteer today!**

Sign up today at <http://www.blanketbc.org/volunteer>.

Warmest Regards,

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