

Media Advisory

GotGinch = 2 guys, 1 RV, 35,000 pairs of ginch delivered to 10 homeless shelters from Vancouver to Halifax

Toronto, ON (September 28, 2011) – The Yonge Street Mission is the seventh stop in a cross-country odyssey by two Calgary-based philanthropists and entrepreneurs. Brent King and Robb Price are hitting the road and driving over 7,000kms from Vancouver to Halifax in an RV, to deliver 35,000 pairs of ginch (men’s underwear) to homeless shelters from coast to coast.

This cross-Canada underwear drive, otherwise known as **GotGinch**, is in its third year. In 2009 entrepreneur, Brent King came up with the concept and delivered 25,000 pairs of ginch. The campaign has been so successful (and so needed) that he has stepped it up each year and has increased from 25,000 in 2009 to 30,000 in 2010 to the 35,000 pairs of ginch that King and Price are delivering this year.

King and Price are travelling the open road in an RV bulging at the seams with underwear from September 27 to October 6th, stopping along the way to deliver 3,500 pairs of the ginch to each of the ten homeless shelters in Vancouver, Calgary, Edmonton, Saskatoon, Regina, Winnipeg, Toronto, Ottawa, Montreal and Halifax.

So why are two guys prepared to spend two-weeks in tight living quarters...again... in an RV with 35,000 pairs of ginch? In 2008 Brent was inspired by the asking of a simple question of The Mustard Seed in Calgary - "what do you need?" The response was a simple one – men’s underwear. Brent, an inventor and entrepreneur who has always had a unique way of looking at problems in order to solve them, got to work. Money was raised through the help of friends, family and business colleagues; a supplier for a large quantity of underwear was sourced; the order placed; an RV arranged and voila - **GotGinch** was born.

In 2010, this type of ‘problem solving’ approach inspired another entrepreneur, Robb Price to join Brent on his cross-Canada underwear drive. Robb is the founder of DeliverGood.org. DeliverGood is a free online tool that matches charities and non-profits who need stuff (goods) with people and companies who have stuff. Launched on the underwear drive last year, DeliverGood.org is now working with hundreds of charities and non-profits across North America and helping to connect them with donors who have what they need.

What:	GotGinch arrives with 3,500 pairs of underwear – Photo opportunity
When:	2:00pm Sunday October 2nd
Where:	The Yonge Street Mission 270 Gerrard Street East Toronto, ON M5A 2G7
Why:	To inspire Canadians to take action by finding ways to ‘solve problems’ and get involved by visiting DeliverGood.org .

Follow **GotGinch** across the country at www.delivergood.org/gotginch

For more information:

GotGinch/DeliverGood:

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Or, visit our online media room at www.delivergood.org/mediaroom which includes:

- Images + cutlines
- 30 second audio/video clips
- Quotes
- Fun facts
- Bios of Brent King and Robb Price
- Full tour date schedule for Vancouver, Calgary, Edmonton, Saskatoon, Regina, Winnipeg, Toronto, Ottawa, Montreal and Halifax.

About DeliverGood.org

Launched by Robb Price in 2010, DeliverGood.org matches charities and non-profits who need stuff with people and companies who have stuff. Now working with hundreds of charities North America wide, DeliverGood is 100% free to charities and donors. To learn more, please visit www.delivergood.org

About The Yonge Street Mission

Since 1896, Yonge Street Mission has been reaching out to meet the needs of people living in poverty in Toronto. Our diverse programs have made a positive difference in the lives of families, seniors, socially isolated adults, street-involved youth and children growing up in our low-income community. Last year alone, we welcomed 18,000 individuals in over 185,000 visits.

At YSM, we're committed to being a pivotal agent of change in the community. Our branches offer services, programs and networks of mutual support that allow those in need to improve their lives. These include food bank and meal programs, employment and computer training, school readiness programs, counselling, daycare and a post-secondary Education Award. With a staff of 130 and some 3,500 volunteers, we assist everyone who comes through our doors strictly on the basis of need.

We're dedicated to inspiring all people to achieve their full potential, regardless of ethnicity, religion, economic status, gender, social condition or sexual orientation. For more info www.ysm.ca.