

Mayor Vidal Asks Community to Help Raise \$1 Million for the Homeless on PJ Day

Denver Mayor Guillermo (Bill) V. Vidal urges residents, local businesses, restaurants, retailers, hotels, and schools to participate in activities supporting the Sixth Annual Denver's Road Home "[PJ Day](#)" which will be held Wednesday, February 9 through Friday, February 11, 2011.

PJ Day benefits Denver's Road Home, the City's 10-year plan to end homelessness and serves as a reminder that not everyone has a place to put on their pajamas and go to bed at night. PJ Day is a symbol of Denver's efforts to ensure that every man, woman and child has an alternative to living life on the streets. The Sixth Annual PJ Day fundraising goal is \$1 million dollars, which will be used to provide support services and housing for the homeless and those at-risk of becoming homeless.

"As we navigate through challenging financial times, we cannot forget our homeless citizens," said Mayor Vidal. "It is vital that we continue to invest in Denver's Road Home and one way our community can support this effort is by participating in PJ Day."

Here are some ways people can take part in PJ Day activities:

February 9

- **Register for the Metropolitan State College of Denver's *The Race to End Homelessness Bed Race Event***

February 10

- Purchase a ticket or suite for the PJ Day Party at the Residence Inn Denver City Center (Government officials and businesses and community leaders will don their PJs for the 6th Annual PJ Party sponsored by Residence Inn Denver City Center, Suncor Energy, 5280 Magazine, The Morgridge Family Foundation, and Mile High United Way).
- Businesses and schools can ask employees and students to donate \$5.00 and wear their PJs to work or school
- Businesses can donate a portion of their sales to Denver's Road Home

February 11

- **Participate in the Inaugural PJ Crawl (Buy a ticket and receive discounts and free items from participating merchants)**

To learn more about PJ Day, register for events, and purchase tickets, visit www.PJDay.org.

About PJ Day

This event began six years ago, when Denver's Road Home partnered with Residence Inn Denver City Center to host the first PJ Party. Since then, it has turned into several days dedicated to raising awareness about homelessness across Denver. The PJ Party has become the culminating event of PJ Day community events, raising nearly \$2 million from this event to date, which has been used to help develop nearly 2,000 units of affordable, supportive housing for the homeless and provide other support services to our most vulnerable population. These housing units help those experiencing homelessness find new hope and independence in leading a life of self-sufficiency. The proceeds from PJ Day benefit Denver's Road Home, our community's comprehensive 10-year plan to end homelessness.

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