



**DENVER**  
THE MILE HIGH CITY



**Denver Human Services**  
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Press Release

## Mayor Hickenlooper urges local businesses and schools to participate in PJ Day on Jan. 28

Denver, CO – MONDAY, Jan. 4, 2010 – Mayor John Hickenlooper encourages local businesses, restaurants, retailers, hotels and schools to sign up to participate in the fifth annual Denver's Road Home PJ Day on Jan. 28. PJ Day benefits the homeless in our community and reminds all of us that not everyone has a place to put on their pajamas and go to bed at night.

“PJ Day is great way to raise awareness about homelessness in our community,” Hickenlooper said. “We are proud of the progress Denver's Road Home is making toward ending homelessness in our City, but we still have a long journey in front of us. We need our community's continued support in addressing this issue.”

Anyone can get involved in PJ Day on Jan. 28 by supporting one of the following:

- Sign up to donate 10 percent of daily profits – restaurants, hotels and retailers
- Ask employees to donate \$5 in exchange to wear their PJs to work
- Eat out, purchase goods or spend the night at one of the participating restaurants, retailers or hotels. Visit [www.PJDay.org](http://www.PJDay.org) to view the list of current participants.
- Make a donation online at [www.DenversRoadHome.org](http://www.DenversRoadHome.org)
- Buy tickets to the Mayor's Annual PJ Party at the Residence Inn Denver City Center by visiting [www.PJDay.org](http://www.PJDay.org). Tickets cost \$100. The event is from 5:30 to 10 p.m., Jan. 28.

“PJ Day is a fun way to create awareness about a serious issue in the community, and our businesses and schools are really stepping up and getting involved,” said Christine Benero, president and CEO of the Mile High United Way.

To date, 30 businesses and 15 schools have geared up to be part of this important day of awareness as Denver's Road Home and the Mile High United Way have a goal to raise \$750,000 for housing and services for the homeless. The first \$350,000 raised will be matched dollar for dollar through foundation and private sector support.

The hospitality industry knows that ending homelessness as we know it is not just the right thing to do, but the smart thing to do, and the private sector in Denver is responding to the Mayor's



[www.denversroadhome.org](http://www.denversroadhome.org)



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call to action,” said Walter Isenberg, president and CEO of Sage Hospitality and co-founder of the PJ Party.

The PJ Day founding sponsor is Residence Inn Denver City Center, and supporting sponsors are CoBank, Suncor Energy, 5280 Denver’s Magazine, Quiznos and Anthony’s Pizza and Pasta. To participate in PJ Day, visit [www.PJDay.org](http://www.PJDay.org) or contact Lisa Betchey at Mile High United Way at 303-561-2354 or [lisa.betchey@unitedwaydenver.org](mailto:lisa.betchey@unitedwaydenver.org).

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