



DENVER
THE MILE HIGH CITY



Denver Human Services
Denver's Road Home
Amber Callender

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Media Advisory

5th Annual PJ Party/PJ Day Events

Wednesday, January 27 – Thursday, January 28

Denver, CO - Mayor John Hickenlooper encourages local businesses, restaurants, retailers, hotels, and schools to participate in the 5th Annual Denver's Road Home [PJ Day](#) on Jan. 28 with preview events on Jan. 27th. 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 a 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."

Wednesday, January 27, 2010 from 2:30-4:30 p.m.

Metropolitan State College of Denver Presents *The Race to End Homelessness* Bed Race Event

WHAT: PJ Day preview event: Corporate and student/faculty teams will push the beds 60 yards, the rider will put on a pair of pajamas and then race the bed back 60 yards. Teams include the Orange Storm, The Bed Heads, Reverend Sheets and the Mattress Mamas and more!

WHEN: 2:30 - 4:30 p.m.

WHERE: Tivoli Commons, Auraria Campus, 900 Auraria Parkway, Denver, 80204

https://www.mscd.edu/visit/map_parking.shtml

Thursday, January 28, 2010 – 5th Annual PJ DAY

PJ Day VIP Pancake Breakfast hosted by Annie's Café

WHAT: Join Mayor Hickenlooper, PJ Day sponsors and civic leaders for a special pancake breakfast. A suggested donation of \$20 is what you need to attend.

WHERE: Annie's Café, 3100 E Colfax

WHEN: 6:00 - 8:00 a.m. – Mayor will be in attendance from 6:30 - 7:00 a.m.

WHO: Mayor Hickenlooper and;



www.denversroadhome.org



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Ellen Kramer, Quiznos – Donation announcement between 6:30 - 7:00 a.m.;

VIPs include: Evan Makovsky, Shames-Makovsky; Christine Benero, United Way Denver; Councilwoman Carla Madison ; Jamie Van Leeuwen, Denver's Road Home; Paul Ludwig, Suncor Energy; Chris Mainz and Jane Mactee, Southwest Airlines; David Goldberg, Greenburg Traurig; Robert Bloom, Gibbs Dunn; Ellen Kramer, Quiznos; Deirdre Tolz, Michael Tolz, and Michael Lebel, Anthony's Pizza.

5th Annual PJ Party hosted by Residence Inn Denver City Center

WHAT: Mayor John Hickenlooper, Walter Isenberg, President and CEO of Sage Hospitality Resources and Evan Makovsky, General Partner of Shames-Makovsky Realty Company will join 500 of Denver's top businesses and community leaders donning their pajamas for the 5th Annual PJ Party sponsored by Residence Inn Denver City Center, CoBank, Suncor Energy, 5280 Magazine, Quiznos, and Anthony's Pizza.

WHERE: Residence Inn Denver City Center, 1725 Champa Street

WHEN: 5:30 – 10:00 p.m.

7:20 p.m. Mayor Hickenlooper will read "Big Dreams" by Eric Hallam (Colorado native) in the Children's Museum kids room (Telluride room)

7:45 p.m. Mayor Hickenlooper will give brief remarks with Walter Isenberg and Evan Makovsky. Remarks include a large matching gift donation announcement from a private foundation.

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