

**FOR IMMEDIATE RELEASE - FEBRUARY 15, 2017
(FREDERICTON NB)**



Open Your Eyes
FREDERICTON

***LOCAL CHARITABLE ORGANIZATION WILL TELL THEIR STORY THROUGH FILM AS PART OF A
FREDERICTON COMMUNITY INITIATIVE***

The Fredericton Community Collaborative Initiative (FCCI) is proud to announce the selection of the successful partner for their Open Your Eyes Canada - Fredericton (OYEC-F) 2017 campaign as the Community Action Group on Homelessness (CAGH).

OYEC-F is an exciting pilot initiative and funding opportunity for charities and nonprofit organizations (affiliated with a local charity) in the Fredericton area that would like to raise community awareness around a “social issue”. This is the inaugural year of the initiative and the FCCI was greatly impressed with the caliber, passion and breadth of social issues submitted by the 24 applicants.

Over the next several months the FCCI will be working with the CAGH team to help to provide access the tools and resources needed to share their story with the people of Fredericton. This will include a cash prize and in-kind promotional support that includes the production of a short film and the development of an online cross-sector promotional campaign to share their story with others.

Genevieve Coates, the marketing chair for DOCTalks, spoke on behalf of the FCCI: “We are excited to partner with a group like the CAGH on this project who have already worked so tirelessly towards bringing awareness and ending homelessness in Fredericton. Our hope is that we will be able to provide help and support in their road to achieving that goal.”

The Community Action Group on Homelessness (CAGH) is a joint initiative of over 30 non-profit organizations, government representatives and community leaders working collaboratively to end persistent, long-term homelessness in Fredericton.

For more information please visit their website: <http://www.roadhomefredericton.com/>

The Fredericton Community Collaborative Initiative (FCCI) is a cross-sector partnership between organizations in the Greater Fredericton area led by DOCTalks Festival & Symposium in association with the Fredericton Community Foundation, along with the UNB Centre for Enhanced Teaching & Learning, Da Vinci College, New Brunswick Social Policy Research Network, United Way Central New Brunswick, City of Fredericton, Greater Fredericton Social Innovation, Fredericton Chamber of Commerce, and the Documentary Organization of Canada’s Atlantic Chapter.

For more information please visit the project website: www.openyoureyescanada.ca

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