

**FOR IMMEDIATE RELEASE**

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**First Winter Walk for Homelessness in New York City Taking Place  
on Feb 26, 2023**

**New York City** – The Winter Walk raises awareness and funds to create systemic change and end homelessness. Winter Walk's first walk in NYC will launch on Sunday, February 26, 2023, in front of The Bowery Mission's flagship location at 227 Bowery, NY. This outdoor event brings together participants from all walks of life, housed and homeless, to walk together, hear stories from people with lived experience of homelessness, and share coffee and breakfast. 100% of funds raised by walkers goes back to homeless service providers in our community.

The Winter Walk is a year-round non-profit organization based in Boston, Massachusetts. After 7 years of work in MA, the Winter Walk is expanding to NYC with this inaugural event. All proceeds in this first year will benefit The Bowery Mission, the Winter Walk's first NY partner organization, with plans to support several organizations in the following years.

Over the past six years, Winter Walk has raised more than \$2 million, both for Winter Walk's year-round education and outreach programming, and for Winter Walk partner organizations providing direct service and programs to Greater Boston, Western Massachusetts, and now New York City's homeless community. This year, Winter Walk aims to create a similar impact in New York City as well.

In this first year in NYC, Winter Walk is partnering with The Bowery Mission. The Bowery Mission has served homeless and hungry New Yorkers since the 1870s. Today, The Bowery Mission is a results-oriented organization that is recognized as one of New York City's most effective organizations. All funds raised by walkers and their donors for the Winter Walk NYC in 2023 will benefit The Bowery Mission.

Registration for this event provides the opportunity to walk shoulder to shoulder, housed and homeless alike, a warm Winter Walk hat, breakfast, live music, a backpack with information from our partner The Bowery Mission, and an opportunity to learn and share together.

Winter Walk encourages local businesses, clubs, religious groups, families, friends and surrounding communities to create a team to walk. The event is family and dog friendly. Registration and more information can be found at [winterwalk.org](http://winterwalk.org)

**WHEN:** Sunday, February 26, 2023. Registration is now open!

Registration opens at 10am, program and walk kickoff at 10:30am, Ends at 11:30am

**WHERE:** The Bowery Mission, Flagship location, 227 Bowery, NY, New York, 10002

**WHO:** The Winter Walk presents this event in collaboration with The Bowery Mission, and NYC event committee lead by Eleonora Walczak and Benna Douglas, with stories shared from our community with lived experience of homelessness. Additional guests and speakers to be announced.

#### ABOUT THE WINTER WALK:

The Winter Walk is an organization that believes ending homelessness is within our reach. Our mission is to raise awareness and funds towards that goal, and to support organizations that are working on prevention, support, and care for our homeless community. Our year-round work includes youth education, outreach, and advocacy, along with storytelling work with individuals and families with lived experience of homelessness to raise voices and awareness together. This work culminates in a monumental walk in multiple cities and states, with a growing network of communities. Our events bring together caring people from all walks of life, housed and homeless, during the coldest month of the year to create an immersive experience that cultivates empathy, respect, and advocacy to break down negative stigmas and create lasting systemic change.

The Winter Walk was founded in Boston in late 2016 by a group of compassionate advocates, including Paul English, founder of Kayak and Embrace Boston.

#### ABOUT THE BOWERY MISSION:

About The Bowery Mission Since the 1870s, The Bowery Mission has promoted the flourishing of New Yorkers overcoming homelessness and marginalization. Last year, The Bowery Mission provided more than 258,000 hot meals, 56,000 nights of shelter, 21,000 articles of clothing, and 42,000 emergency showers. Every meal and service is an invitation to a community of care that helps clients make progress toward a transformed life of faith, sobriety, sustainable income and independent living. To empower children to thrive and succeed, The Bowery Mission also offers year-round opportunities for enrichment through Mont Lawn City Camp, culminating in summer camp for hundreds of children in the Poconos Region of Pennsylvania. To learn more, visit [www.bowery.org](http://www.bowery.org).

For more information, visit [winterwalk.org](http://winterwalk.org) or contact [info@winterwalkboston.org](mailto:info@winterwalkboston.org)

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