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## MEDIA RELEASE

### Campaign Launch for the Capital Region Community Action Plan on Poverty

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May 31, 2012 (Victoria, BC) - The Community Social Planning Council of Greater Victoria launched the Community Action Plan (CAP) on Poverty at a media conference held this morning at the James Bay New Horizons Centre.

Speaking today were Community Social Planning Council board president, Jan Bate and executive director, Rupert Downing. Also, Kelly Newhook, Executive Director, Together Against Poverty Society (TAPS); Claire Rettie, Executive Director, Victoria READ Society; Laurel Collins, Community Liaison Coordinator, Victoria Women In Need Community Cooperative (WIN) were there to announce their organizations endorsement of the CAP on Poverty and their pledges of community action.

City of Victoria councilors Lisa Helps and Marianne Alto were also there to voice their support. Other members of the Doing It Better Together (DIBT) Steering Committee and the Community Council board were also in attendance.

Quotes from the presentations at the Media Conference:

*"One thing I find exciting about the CAP on Poverty is that we consulted with so many different stakeholders and I think that makes it such an important document."* Kelly Newhook, Executive Director, Together Against Poverty Society (TAPS);

*"WIN is taking on the education and training key area and pledging to develop a food skills development for families program."* Laurel Collins, Community Liaison Coordinator, Victoria Women In Need Community Cooperative (WIN)

*We are not looking at [poverty] from our individual silos, we are looking at the entire community".* Claire Rettie of the Victoria READ Society said, "

CAP on Poverty website: [www.CapOnPoverty.ca](http://www.CapOnPoverty.ca)

Complete media package may be found here: [http://communitycouncil.ca/pdf/31May2012\\_MediaPackage.pdf](http://communitycouncil.ca/pdf/31May2012_MediaPackage.pdf)

This initiative is funded by the United Way of Greater Victoria and the Catherine Donnelly Foundation.

To book an interview regarding **CAP on Poverty** please contact:

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Community Social Planning Council leads social, economic and environmental planning in BC's Capital Region. We engage community members and organizations, businesses and government to research and evaluate social issues and create sustainable solutions.

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