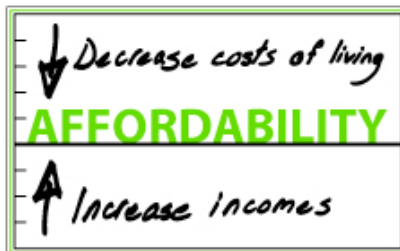


MEDIA RELEASE

October 2, 2009
Victoria, BC



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**Quality of Life
CHALLENGE**



By any measure, BC has one of the highest poverty rates in the country.¹ With a very high cost of living (particularly housing costs), far too many British Columbians find it impossible to make ends meet.

The Affordability Index, calculated and released each year by the Community Council's *Quality of Life CHALLENGE*, reflects the real costs of living through the hourly wage required to enjoy a modest quality of life in our region.

"It is important to understand the costs of living that are affecting the affordability index each year," says Maureen Young, Community Investment Specialist, Coast Capital Savings Credit Union, and a member of the *Quality of Life CHALLENGE*. "When we look behind the numbers, we can begin to see opportunities to take action as consumers, as employers and as policy makers."

In 2009, the wage required to maintain a modest quality of life in BC's Capital Region is calculated at \$17.02 per hour, a 3.8% increase from 2008. This calculation assumes two adults working 35 per week each while providing a home for two children.

Information: Christina Peacock, 250-383-6166; Christina@communitycouncil.ca

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¹ Statistics Canada 2006



Quality of Life CHALLENGE is diverse community partners working together to generate long-lasting solutions that prevent and reduce poverty in BC's Capital Region.

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