



Media Advisory

October 12, 2007
For immediate release

Leading social services agency urges Greater Hamilton to have Faith in People

Good Shepherd launches new communications campaign

Media Advisory—Photo and Interview Opportunity

Hamilton, ON— Good Shepherd invites all media to attend the launch of a community-wide communications campaign called **Faith in People**. The campaign aims to build a deeper understanding and support of social issues in the Greater Hamilton area by encouraging people to see the person behind the problem. The Faith in People campaign, which includes a new logo for Good Shepherd, and web site, print, billboard, bus shelter, TV and radio communications, will unfold over the next several weeks.

What: Launch of Good Shepherd's **Faith in People** communications campaign

When: 10:00 a.m., Monday October 15, 2007

Where: Good Shepherd Emmaus Place, Community Room, 35 Aikman Avenue Hamilton

Who: Brother Richard MacPhee, Good Shepherd's Executive Director, and clients and volunteers of Good Shepherd will be available for interviews

Contact: For more information contact Alan Whittle, Director of Community Relations and Planning at 905.528.6565 ext. 3322 during office hours or at 905.516.2924 other times.

Good Shepherd has been serving people in the Greater Hamilton area since 1961, when we were founded by the Little Brothers of the Good Shepherd. We are a Catholic health and social service agency that serves all people in need. Good Shepherd provides a wide range of community services for men, women, children, youth and families in need ranging from emergency shelter and hunger relief, to referral and counselling services, palliative care, housing for street youth, assistance for victims of domestic violence and housing for special-needs adults.

~Mending Hope, Lives and Families~

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