

# **MEDIA ADVISORY**

## **MYTORONTO PHOTO EXHIBIT AND 2020 CALENDAR SHOWCASES PHOTOS TAKEN BY CANADIANS AFFECTED BY HOMELESSNESS AND POVERTY**

**Photography contest participants celebrate the exhibit opening on  
Wednesday, September 18 at Metro Hall**



**MYTORONTO**

TORONTO (September 4, 2019): With almost 2,000 calendars sold, MYTORONTO is proudly celebrating its third anniversary. The theme for this year's photography contest and exhibit is "Life in the City." In May 2019, 101 single-use Fujifilm cameras were distributed to people marginalized by homelessness and poverty. 91 participants returned their cameras; 2,300 photos were printed; and 40 of those photos were selected for a public exhibit. This year, the public was invited to vote online for their favourite photo and the winner will receive the prestigious MYTORONTO People's Choice Award, and have their photo highlighted in this year's calendar.

"We are thrilled to present the MYTORONTO exhibit to the public for its third year and continue to build on the success of the program and the awareness it has generated," says Cari Kozierok, Ve'ahavta's Executive Director. "This is an important initiative that not only provides the public with an opportunity to look at the broader issues of homelessness and poverty within the city, but also sheds light on the talents of people who experience poverty and homeless and provides them with a platform to share their own stories and experiences in an empowered way," Kozierok says.

On Wednesday, September 18, participants of the MYTORONTO photography contest and calendar project will come together at Metro Hall, 55 John Street, to celebrate the launch of the photography exhibit and reveal the pages of the 2020 calendar. The 13 photographers whose pictures will be featured in the calendar along with the participants whose pictures were chosen for the exhibit will be on hand for the ceremony, which will include the distribution of prizes.

People who have experienced homelessness will also be selling calendars throughout the city of Toronto from September 18 until mid-January. The calendars and greeting cards cost \$20 each with 50% of the proceeds going to the vendors and the other half towards sustaining the programs.

The MYTORONTO exhibit at Metro Hall will be open to the public from Wednesday, September 18 to Saturday, September 21. Hours of operation are Monday to Friday from 7:30 a.m. to 9:30 p.m. and Saturday from 8 a.m. to 3 p.m. Look for vendors selling calendars on Wednesday from 3 p.m. to 6 p.m., Thursday and Friday from 10 a.m. to 6 p.m. and Saturday 10 a.m. to 3 p.m.

MYTORONTO is presented by Ve'ahavta, a Jewish humanitarian agency serving individuals who are marginalized by poverty and homelessness.

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