

## NEWS RELEASE

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# Our Place Society Video 'Hope & Belonging' a Hit at Fundraiser

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VICTORIA, BC – Our Place Society recently showcased a video titled 'Hope & Belonging' at their annual gala event, A Taste of Britain, held at Crystal Gardens. The goal of Our Place is to give a 'hand up' to people who are down on their luck and need a place to sleep, a hot lunch, or counseling on how to get off the street. The video showed guests at the fundraiser event what Our Place does so as to build an understanding of issues facing the homeless and describe how the community centre can help. The video was met with praise from board members at Our Place, as well as from guests at the fundraiser who said it gave them an emotional connection to the society. The consensus was that the video helped raise funds for Our Place by touching the audience in a meaningful way.

"A Taste of Britain came alive through the video presentation by Aclara Promotions," said Reverend Al Tysick of Our Place, referring to the production company that made the film, "what a gift of kindness and generosity." To help add depth to the film, the Aclara Promotions team was given a full tour of the facility, which included very clean showering areas, a games room, nursing stations and a host of other services. They were also able to film one of the permanent housing units, and to catch the large kitchen in action. "Our Place Society has really dispelled the myth that street life has to end in tragedy," said Christopher Ruffell, principal of Aclara promotions, "Our Place is a living model for empowerment and hope."

'Hope & Belonging at Victoria's Our Place Society' can be viewed online in HD at: <http://vimeo.com/7803906>

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*Our Place is a non-profit society formed by the alliance of the Open Door and The Upper Room in 2006. It offers a sense of belonging to Greater Victoria's most vulnerable citizens. Our Place provides a home, nourishment and hope through living, sharing, learning and worshipping together.*

*Aclara Promotions is a promotional video production company offering distinctive cinema-style production value to local organizations and businesses. Contact Aclara Promotions to discuss how they can help create a video for you.*