

Attention News Editors:

**MEDIA ADVISORY: Bold target needed to drive Poverty Reduction Strategy**

TORONTO, Apr. 10 – Ontario should set a goal of reducing poverty by at least 25% in the next 5 years as bold first step in the province's Poverty Reduction Strategy – that's the united message about 500 anti-poverty activists will deliver at an April 14 forum in Toronto.

The activists, part of the 25 in 5 Network for Poverty Reduction, will unveil a roadmap to achieve that goal, and Minister of Children and Youth Services Deb Matthews will address the Ontario government's plans for poverty reduction.

**Countdown to a Poverty Reduction Strategy for Ontario: A 25 in 5 Network Forum**

**Date:** Monday, April 14, 2008  
**Location:** 900 Macdonald Block, Bay Street, 2<sup>nd</sup> Floor, Toronto  
**Agenda:**

- 9:00 a.m.:** **Welcome & Opening of the Morning Session**
- 9:30 a.m.:** **Speaking from Experience - Voices of low-income people**
- 10:00 a.m.:** **Presentation of the 25 in 5 Declaration**
- 10:20 a.m.:** **Honourable Deb Matthews, Minister of Children and Youth Services**
- 10:45 a.m.:** **Media scrum**

The 25 in 5 Network for Poverty Reduction is a multi-sector coalition comprised of more than 100 provincial and community-based organizations and individuals working to eliminate poverty in Ontario.

**For more information contact:**

Alissa Von Bargen, Communications Officer, Community Social Planning Council of Toronto, office: 416-351-0095 x 214, cell: 647-230-9164