



For immediate release – South Okanagan/Similkameen

100 Homes Penticton presents Ending ‘Us’ and ‘Them’ ***A free documentary film screening to learn more about the realities of homelessness***

November 8, 2018 (Penticton) - To help shift the community dialogue around homelessness, 100 Homes Penticton presents Ending ‘Us’ and ‘Them’, a special event to reflect on individual stories and the challenges many face in finding a safe and affordable place to call home. The documentary screening will provide unique insights around homelessness and address the many misconceptions that exist. People experiencing homelessness are just that – no, not “homeless people” – just people.

Where: Okanagan College Penticton, Ashnola Building/Lecture Theatre, 583 Duncan Ave. Penticton, BC

When: Wednesday, November 21, 2018

Time: 6 p.m. – Doors open

6:30 p.m. – Screening of *Us and Them*, a film by Krista Loughton and Jennifer Abbott

8:00 to 8:30 p.m. – Panel discussion

Admission: Admission is free. Cash donations to 100 Homes Penticton will be gratefully accepted.

Tickets: <https://usandthempenticton.eventbrite.ca>

“The film was created over a 10-year period,” said Krista Loughton, *Us and Them* director, producer and writer. “I wanted to educate as many people as possible on the realities of homelessness and to encourage proactive solutions. I also want people to watch the film and never look at a street person, or themselves, in the same way again.”

The documentary screening will provide unique insights around homelessness and address the many misconceptions that exist. People experiencing homelessness are just that, not “homeless people” – just people. The film creates an impact by humanizing and giving a voice to people who are living without homes.

“We hope that the screening of this film and the conversation it will stimulate, will help us to put a human face on the issue of homelessness in Penticton,” says Tanya Behardien, Executive Director, OneSky Community Resources and Chair of the 100 Homes Penticton Committee. “For too long the focus has been the end result of homelessness, rather than the triggers on the journey that got that person there. It is such a fine line in today’s society that could put any one of us in the same position. We need to start changing the conversation in order to create real and long lasting solutions.”

As of October 2018, 100 Homes Penticton has effectively housed 133 people and continues to work on their strategic vision of working collaboratively to build a system of housing and supports to prevent and address homelessness in Penticton.

“We are proud of what 100 Homes Penticton have achieved so far,” says Helen Jackman, Executive Director of UWCSO. “Community partners have come together driven by the belief that we all - especially at our most vulnerable times - deserve a roof over our heads. But homelessness is a complex and challenging issue and to be successful we all need to open our minds and hearts and approach one another with empathy and compassion.”

100 Homes Penticton is proud to present this special event the week of National Housing Day (November 22). Thanks to sponsors, the City of Penticton and the United Way of the Central & South Okanagan/Similkameen.



As of October 2018, 100 Homes Penticton has effectively housed 133 people and continues to work on their strategic vision of working collaboratively to build a system of housing and supports to prevent and address homelessness in Penticton. To learn more, visit <http://unitedwaycso.com/how-we-help/poverty/100-homes/>

[Journey Home Kelowna](#) will also feature a screening of *Us and Them* in Kelowna on Nov. 22. The screening will take place at Kelowna Community Theatre. Doors open at 6:30 p.m. and the screening begins at 7 p.m. followed by a panel discussion. [For tickets visit the event page on Eventbrite.](#)

-30-

About 100 Homes Penticton

100 Homes Penticton is a collection of community leaders who are working together to provide housing and supports to 100 vulnerable people in Penticton by July 2018. The initiative is part a larger, national campaign called *20,000 Homes* which is organized by the Canadian Alliance to End Homelessness. This campaign is based on the *Housing First* approach which is a recovery-oriented approach to ending homelessness that centers on quickly moving people experiencing homelessness into independent and permanent housing and then providing additional supports and services as needed.

About Krista Loughton and *Us and Them*

Krista Loughton worked on *Us and Them*, for more than a decade – a feature documentary that chronicles her experience befriending four people living without homes who ultimately change the course of her life. She participates on-screen in the film, while producing and being one of its writers and directors. *Us and Them* has gone on to create an impact by humanizing and giving voice to people who are living outside on our streets and has been screened more than 70 times across Canada. Loughton owns and operates MindFuel Films Inc., in Victoria.

For more information, contact:

Tanya Behardien, OneSky Executive Director
Chair, 100 Home Penticton Steering Committee
Phone: 250-487-3367
Email: Tanya.behardien@oneskycommunity.com
www.oneskycommunity.com

Jude Brunt, Community Investment Manager
United Way Central and South Okanagan/Similkameen
1-866-232-1321
Cell: 778-214-9749
Email: jude@unitedwaycso.com
www.unitedwaycso.com

Krista Loughton will be in Penticton and available for media interviews on Wednesday, Nov. 21 between 3 and 5 pm. To arrange an interview, please contact Jude Brunt, Manager of Community Investment, United Way CSO at 778-214-9749 or email: Jude@unitedwaycso.com .