

FOR IMMEDIATE RELEASE

Chabad Lifeline Announces Its Annual Matching Donation Campaign to Save Youth and Families in Crisis



Montreal, QC, May 15, 2024 -- Chabad Lifeline, a leading non-sectarian agency committed to helping individuals, youth and families affected by addiction, is excited to announce the launch of its Annual Matching Donation Campaign to raise funds for its life-saving youth and family counselling services. On June 2 and 3, the non-profit centre will seek to raise \$850,000 to ensure that its free and immediate services are made available to every family trapped in darkness and trauma.

Last year's campaign fully funded Lifeline's Youth Outreach Initiative. As a result of the program's resounding success, Lifeline provided urgent care to a record number of youth clients, and it's now seeing an additional 35% increase in demand for its Youth and Parent Services. This year, Lifeline is launching its Comprehensive Family Care program, which will allow the organization to systematically offer care to every member of a client's family affected by the chaos of addiction and mental illness, all free of charge.

Rabbi Benyamin Bresinger, the Director of Chabad Lifeline, explains how this surge in demand presents an opportunity to bring even more light into the world: "We knew that our success would bring new challenges, and we've spent the past year preparing what we believe is the best response to the reality on the ground. The life-or-death nature of the problem

demands a rigorous and immediate solution: our job isn't finished until there is a healthy family dynamic for every kid to come home to."

Chabad Lifeline will hold its main fundraising event on June 2 and 3, but those interested in becoming a part of Lifeline's mission to save the lives of youth and families in crisis can visit charidy.com/lifeline right now to donate and to learn more about the campaign. All donations up to \$425,000.00 will be doubled by matching funds provided in advance by the organization's biggest supporters, and all donations come with a full tax receipt.

For more information on the campaign, please contact:

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About Chabad Lifeline: Chabad Lifeline is a non-sectarian agency dedicated to helping everyone affected by addiction, with a special focus on youth and families. People suffering from substance and behavioral addictions and their family members will be guided through the process of healing and recovery. Lifeline offers a full range of recovery options as well as a comprehensive youth at risk program. Its services are immediate, and no one is turned away due to financial circumstances.