Interview request – HugTrain announces Canadian dates for 5th annual HugTour

November 15, 2013

HugTrain's Canadian Logo

MONTREAL, QC (RPRN) 11/15/13 — Wouldn't it be great if you could always get a hug when you needed one? One organisation is working to change that and they are delivering hugs nationwide by long distance train! Launching from Montreal, QC on November 24th, HugTrain's 5th annual HugTour will include Canadian dates for the first time ever. Heading out to Halifax, then turning West toward Vancouver, stopping in Ottawa, Toronto, Jasper along the way, with a finale in Winnipeg on December 12th, distributing hugs, raising funds and awareness for mental health and challenging perspectives on vulnerability. A more detailed itinerary can be found below.

Due to a range of factors including shorter days causing a vitamin D deficiency and idealistic situations presented in holiday advertising reminding people of what they don't have and the financial strain of the holidays, many Canadians find this time of year difficult to deal with.

To fill the gap, HugTrain has crisscrossed the US by train during the holiday season since 2009 to deliver hugs to people on the train, at the station and in the cities it passes through and this year is including Canada for the first time ever! Using the web and social media, HugTrain not only advertises it's

presence but also finds people along the route who are having a hard time dealing with this stressful period and offers them support in the form of a hug or someone to talk to.

"Hugs are a very simple but very rich form of communication - you don't have to explain why you need one and it doesn't have to be formulated in a specific way to be helpful but studies have shown that hugs help improve mental health" says Arié Moyal, founder of HugTrain.

Over the years, the HugTour has touched many people and encountered many unexpected moments like doing jigsaw puzzles in the dark in the middle of Utah, a spontaneous sing-a-long in the Rockies, a lesson in hugging from a hotel bartender in Atlanta, appreciation from psychiatric nurses on the streets of Manhattan and a conductor borrowing the Free Hugs sign to greet passengers as the train pulled into the station and during boarding.

Starting last year the HugTour has been funded through sponsorships and crowdfunding and food and accommodation donations from individuals with whom the project resonates.

In order to reach the most people, HugTrain needs help with spreading the word. As such, Arié Moyal is available for interviews by phone and email now and until departure and also along the way as the trip progresses.

- 30 -

Itinerary:

11/24 Depart Montreal 6:45 PM

11/25 Arrive Halifax 5:18 PM

11/26 Depart Halifax 12:20 PM

11/27 Layover Montreal 9:15 AM

Arrive Ottawa 2:41 PM

11/28 Depart Ottawa 12:30 PM

Arrive Toronto 5:08 PM

11/29 Full day in Toronto

11/30 Depart Toronto 10:00 PM

12/02 Stop Winnipeg 8:00 AM to noon

12/03 Stop Jasper 1:00 PM to 2:30 PM

12/04 Arrive Vancouver 9:42 AM

12/10 Depart Vancouver 8:30 PM

12/11 Stop Jasper 4:00 PM to 5:30 PM

12/12 Stop Saskatoon 8:45 AM to 9:10 AM

12/12 Arrive Winnipeg 8:30 PM

About HugTrain

Founded in 2009 by Arié Moyal HugTrain's mission is to offer a different perspective on the world by distributing and facilitating the exchange of hugs and mental health support by using technology to connect with people online and offline.

About Arié Moyal

Arié Moyal is a strategic consultant who has helped both private and non-profit organisations all over the world build strong connections with their stakeholders. He is dedicated to bringing about an empowered and thriving society.

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About the author:

Arié Moyal is the founder of HugTrain, a social purpose startup and a brand engagement strategist who has consulted with a range of companies on community enagement and social media strategy.

Arié is available for consulting, speaking engagements, coaching and training.

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