

Just one act can help women rebuild their lives

The Canadian Women's Foundation launches Shelter from the Storm with limited edition products available at Winners and HomeSense

TORONTO, ON (April 11, 2011) – The Canadian Women's Foundation, in partnership with Winners and HomeSense, and Rogers, has launched its annual national fundraising campaign *Shelter from the Storm* dedicated to ending violence against women. The campaign runs from April 11 to May 8, 2011 and features limited edition items in Winners and HomeSense locations across Canada.

With just one act, you can help raise funds to support more than 450 shelters for abused women and their children across the country. An easy way to donate is by purchasing one of the limited edition items available at Winners and HomeSense.

This year's featured products include a *Shelter from the Storm* t-shirt (\$12.99), umbrella (\$12.99), rain boots (\$29.99) and reusable tote (\$1.49). You can also purchase a decal for \$2, \$5 or \$10 and enter a chance to win one of 600 instant prizes, and one of three \$1,000 Winners/HomeSense shopping sprees.

"Violence against women is a serious national issue. 61% of Canadians *personally* know a woman who has been physically or sexually abused," says Beverley Wybrow, President and CEO of the Canadian Women's Foundation. "*Shelter from the Storm* helps fund violence prevention programs and shelters that provide support and assistance to women across Canada."

"Winners and HomeSense are honoured to launch this year's fundraising efforts with an extended selection of stylish collectibles to help raise funds, build awareness and ultimately, stop violence against women," says Shannon Johnson, Winners HomeSense Spokesperson. "We know our customers are always willing to partner for an important cause and we hope that this year's impressive selection of merchandise will help not only meet but surpass this year's fundraising goals."

Other ways to support *Shelter from the Storm*:

- Text STORM to 45678 to donate \$10* (*terms at mobilegiving.ca)
- Donate online at shelterfromthestorm.ca
- Tune in to *Shelter from the Storm* Radio-thons across Canada from May 5 to 6, 2011 (visit shelterfromthestorm.ca)
- Participate in the *BootCamp for Shelter from the Storm* in Toronto, Calgary, Winnipeg or Ottawa on April 30, 2011 (visit shelterfromthestorm.ca)

Canadian
Women's
Foundation



Shelter from the Storm

For more information about the campaign or violence against women please contact:

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ABOUT SHELTER FROM THE STORM

Shelter from the Storm is Canada's largest national fundraising campaign dedicated to ending violence against women. Funds raised support community violence prevention programs and over 450 shelters for abused women across Canada. The campaign is an initiative of the Canadian Women's Foundation and its campaign partners: Winners and HomeSense, Rogers and GoodLife Fitness.

ABOUT THE CANADIAN WOMEN'S FOUNDATION

The Canadian Women's Foundation is Canada's only national public foundation dedicated to improving the lives of women and girls. The foundation researches, shares and funds the best approaches to ending violence against women, moving low-income women out of poverty, and empowering girls with confidence, courage and critical thinking skills.



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