

**CANADIAN WOMEN'S FOUNDATION LAUNCHES SHELTER FROM THE STORM WITH
PRODUCTS FEATURING DESIGN BY DOMESTIC ABUSE SURVIVOR**
**Limited edition products available at Winners and HomeSense locations across the
country**

Toronto, ON, April 12, 2010 – The Canadian Women's Foundation, in partnership with Winners and HomeSense, BMO Financial Group and Rogers Media, launches its 'Shelter from the Storm' campaign with limited edition products featuring the winning design of abuse survivor Tammy.

Tammy, who endured over 30 years of abuse before seeking refuge at a women's shelter, was the winner in a national contest that asked abuse survivors to create a design symbolizing what gives them strength. Her winning design represents the hope she found after the shelter helped her realize she never had to go back to the abuse. Tammy used her \$1,000 grand prize toward furnishing her first home after the shelter, and helping family and friends. Five hundred dollars was also awarded to the shelter where Tammy stayed.

The "hope heart" is featured on Shelter from the Storm t-shirts (\$12.99) and triple-milled soap sets (\$4.99). This year's product line also includes umbrellas (\$12.99) and reusable totes (\$1.49 – totes will be in stores end of April), all of which are available at Winners and HomeSense stores nationwide. Net proceeds from the sale of these items will support more than 400 shelters for abused women and community violence prevention programs.

"Every year in Canada up to 360,000 children witness violence in the home and nearly 100,000 women and children stay in a shelter. Purchasing a t-shirt, umbrella, or reusable tote gives everyone a simple way to make an impact and help break the cycle of violence," says Beverley Wybrow, President and CEO of the Canadian Women's Foundation.

"Winners and HomeSense are honoured to launch this year's fundraising efforts with an expanded selection of collectibles," says Shannon Johnson, Winners HomeSense Spokesperson. "We know our customers are always willing to partner for an important cause and we are hoping this year's selection of merchandise will help surpass the goal of raising \$1.5 million for the campaign."

Other ways to support Shelter from the Storm:

- Text **JUST1** to 45678 to donate \$5* (*terms at mobilegiving.ca).
- Donate online at shelterfromthestorm.ca and enter for your chance to win a \$10,000 BMO® MasterCard® room make-over and consultation with design expert Kimberley Seldon (no purchase necessary).
- Purchase a decal at Winners and Homesense and enter for the chance to win one of 600 instant prizes, and three grand prizes valued at \$1,000 (no purchase necessary)
- Tune in to a radio-thon in your community (visit shelterfromthestorm.ca)
- Watch Citytv's CityLine on May 5th for a special show dedicated to 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 400 shelters for abused women across Canada. The campaign is an initiative of the Canadian Women's Foundation and its campaign partners: Winners and HomeSense, BMO Financial Group and Rogers Media.

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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For more information about the campaign or violence against women please contact Kelly McKinnon, Communications Specialist, The Canadian Women's Foundation, 416 365-1444 ext. 243, kmckinnon@canadianwomen.org. High-resolution images of the products are available for download in the MEDIA CENTRE at www.shelterfromthestorm.ca