

Attention Photo/Assignment/City/Sports Editors and News Directors:
MEDIA ADVISORY/ PHOTO OPPORTUNITY

CALGARY STAMPEDERS TAKE THE “SHOP FOR SHELTER” CHALLENGE TO FUND SHELTERS FOR ABUSED WOMEN

CALGARY, Thursday April 29, 2010

WHAT: Players from the Calgary Stampeders will team up with the Stampeders Outriders cheer team in a shopping challenge to support the Canadian Women's Foundation's "Shelter from the Storm" campaign.

Three teams will compete for the title of Best Shopper in a race to shop for clothing and household items which will then be donated to three local shelters for abused women: Awo Taan Healing Lodge, Sonshine Centre and Brenda Strafford Centre's Gateway Place.

WHO: Calgary Stampeders **Joffrey Reynolds** (#21, RB), **Milt Collins** (#14, DB), **Tearrius George** (#91, DL), and members of the Stampeders Outriders cheer team

WHEN: Challenge begins between **8.30 a.m. and 8.45 a.m. Thursday, April 29, 2010**

WHERE: **Winners Signal Hill Centre**
5498 Signal Hill Rd. S.W., Calgary, AB

INTERVIEW OPPORTUNITIES:

Mimi Harris, Canadian Women's Foundation
Joy Johnson-Green, Sonshine Community Services

About Shelter from the Storm

Shelter from the Storm is Canada's largest national fundraising campaign dedicated to ending violence against women. From **April 12th to May 9th, 2010** the Canadian Women's Foundation is raising funds to support violence prevention programs and more than 400 shelters for abused women and their children, across Canada (including six shelters in Calgary). To learn more, visit www.shelterfromthestorm.ca.

Ranked as one of the ten largest women's foundations in the world, the Canadian Women's Foundation has supported nearly 1000 programs across Canada since 1991.

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.

-30-

For more information:

Kelly McKinnon, Communications Specialist
Canadian Women's Foundation
(416) 365-1444 ext. 243
kmckinnon@canadianwomen.org