

CANADIANS RAISE OVER \$1.8 MILLION FOR SHELTER FROM THE STORM WITH “JUST 1 ACT”

Toronto, On, May 27, 2010 – Thanks to generous donors across Canada, the Canadian Women's Foundation, in partnership with Winners and HomeSense, BMO Financial Group and Rogers, raised an incredible \$1.83 million during the month-long Shelter from the Storm campaign.

The funds raised will support more than 400 shelters for abused women across Canada and violence prevention programs that are breaking the cycle of abuse.

Shelter from the Storm launched on April 12th, inviting Canadians to choose “just 1 act” to help save a woman from abuse, and more than 350,000 people answered the call. All across Canada, people texted donations, purchased Shelter from the Storm products and decals from Winners and HomeSense stores, spread the word on Twitter and Facebook (for every new fan of Winners and HomeSense, \$1 was donated to the campaign), and called in their donations during local Shelter from the Storm radio-thons (on 98.1 CHFI, Toronto; The Q103.1, Kelowna; 107.7 The River, Lethbridge; 105.3 EZ Rock, Sudbury; The Coast FM, Kincardine; 102.3 Clear FM, Winnipeg; 105.3 Kiss FM, Ottawa; and 590 VOCI, St. John's).

“In the span of one month just 1 act has become more than 350,000 acts,” says Beverley Wybrow, President and CEO of the Canadian Women's Foundation. “Every person who contributed to Shelter from the Storm is now part a nationwide movement that is providing hope to women and children who have experienced abuse, and helping us get one step closer to ending violence against women.”

Citytv's CityLine dedicated an entire show to Shelter from the Storm, and Breakfast Television in Vancouver, Toronto, Winnipeg and Edmonton featured special Shelter from the Storm segments.

On Friday May 9th, the families of Julie Crocker and Paula Menendez (who were killed by Julie's estranged husband), held Live On, the first annual charity fundraiser in memory of Julie and Paula. The event was sold out and raised nearly \$45,000 for Shelter from the Storm.

Thank you to everyone across Canada who contributed 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.

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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