

FOR IMMEDIATE RELEASE  
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## Just 1 Act Can Help Improve the Lives of Women across Canada

Winners and HomeSense Launch 'Shelter from the Storm' campaign with a Limited Edition Spring Collection in support of the Canadian Women's Foundation

**Mississauga, ON** – On April 11th, 2011, Winners and HomeSense, in partnership with the Canadian Women's Foundation, will launch the annual *Shelter from the Storm* campaign with a collection of limited edition merchandise including t-shirts, rain boots, umbrellas and reusable totes. *Shelter from the Storm* merchandise will be sold exclusively at Winners and HomeSense stores nationwide with all net proceeds supporting community violence prevention programs and more than 450 shelters for abused 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. "The one simple act of purchasing an item from this collection can become a powerful moment that helps us get closer to ending violence against women. 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 surpass the goal of raising over \$1.5 million dollars for the campaign."

The 2011 limited edition collection is bigger and better than ever, with a record number of fashion-forward products to choose from. Crewneck cotton t-shirts will retail for \$12.99 each and be available in a range of men's and women's sizes, including Plus, in white, black, and purple. With fashionable reusable totes (\$1.49), chic raindrop umbrellas (\$12.99), fun rain boots (\$29.99), boxed note cards (\$5.99) and much more, *Shelter from the Storm* merchandise lets customers show their support with style.

"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, memory box 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.

Both Winners and HomeSense check-outs will also have *Shelter from the Storm* decals available for \$2, \$5 and \$10. Total proceeds from the decals, which will be hung throughout the stores during the campaign, will support shelters for abused women and their children across Canada, as well as community violence prevention programs that are working to break the cycle of abuse. In addition, each decal purchased in stores across Canada will give supporting customers an opportunity to win one of 600 instant prizes, and one of three \$1000 shopping sprees when they enter at [GiveShelterToWin.ca](http://GiveShelterToWin.ca).

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*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 and Rogers Media. [www.shelterfromthestorm.ca](http://www.shelterfromthestorm.ca).

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. [www.canadianwomen.org](http://www.canadianwomen.org).

Winners and HomeSense are a division of Winners Merchants International L.P., owned by The TJX Companies, Inc., the world's largest off-price retailer. With over 280 stores nationwide, Winners and HomeSense offer Canadians brand name and designer fashions and home décor at up to 60% less than department and specialty stores, every day. For more information, please visit [www.winners.ca](http://www.winners.ca) or [www.homesense.ca](http://www.homesense.ca).



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Shelter from  
the Storm

**Media Note:** Please visit [onlineshowroom.ca](http://onlineshowroom.ca) (password: spring2011) for high and low res photography of the entire *Shelter from the Storm* Collection plus, complete pricing information.