



Help Improve The Lives Of Women Across Canada This Spring

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

Mississauga, ON – On April 12th, 2010, 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, soap sets, 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 400 shelters for abused women across Canada.

A particularly special element of the 2010 collection is the 'heart of hope' design created by Tammy, a survivor of domestic violence. After spending 30 years in an abusive marriage, Tammy found the support of a shelter that helped her realize her own strength and determination to end the abuse. "It was the care and compassion that Tammy received from the shelter that assisted her journey to a better life which inspired her creation," says Shannon Johnson, Winners/HomeSense Spokesperson. "With this design, Tammy is helping other women find hope and we are proud to feature it within this year's collection." T-shirts featuring Tammy's design will retail for \$12.99 and will be available in a range of women's sizes, including Plus, in white, black, and purple, as well as in men's sizes at \$12.99 each. Customers can also purchase triple milled soap sets featuring the design for \$4.99. Other limited edition merchandise including fashionable reusable totes for \$1.49 and chic umbrellas, priced at \$12.99, let 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, soap set 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 to help raise funds, build awareness and ultimately stop violence against women," says Johnson. "We know our customers are always willing to partner for an important cause and we're hoping that this year's fantastic selection of inspirational merchandise will help meet the goal of raising over \$1.5 million for the campaign."

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 will include a pin number that supporting customers can enter at GiveShelterToWin.ca for the opportunity to win one of 600 instant prizes, and one of three \$1000 shopping sprees.

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Shelter from the Storm is Canada's only national fundraising campaign dedicated to ending violence against women. Funds raised will support over 400 shelters for abused women and their children across Canada and community violence prevention programs that are breaking the cycle of violence. The campaign runs from April 12, until May 9, 2010. For more information about the campaign, please visit www.shelterfromthestorm.ca.

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 250 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 or www.homesense.ca.

**Please note: Reusable totes will be available in store at end of April.*

WINNERS

HOMESENSE

**Canadian
Women's
Foundation**


**Shelter from
the Storm**