



NEVER STOP EXPLORING™

FOR IMMEDIATE RELEASE

For more information:

Ariane Tremblay
Girafe Communications
Tel: 514.861.1330 ext. 226
Email: atremblay@girafe-communications.com

Boutique The North Face in Westmount helps kids get active

Popular active wear store builds partnership and donations for Westmount Y Centre of The YMCAs of Québec Strong Kids Campaign

Westmount, QC– August 22nd, 2011 –Boutique The North Face in Westmount is pleased to announce the launch of several fundraising initiatives in order for kids in the community to join the fun at the Westmount Y center’s summer day camp!

Boutique The North Face of Westmount gave five underprivileged kids from the age of 6 to 12 years old the chance to attend the Westmount Y center’s day camp this summer. In addition, the store has given Westmount Y centre gift certificates of a total value of \$300 to help the organization with its fundraising activities.

“We feel it is important for all kids to have the opportunity to grow up active and learn to love the outdoors. Supporting the Westmount Y centre’s Strong Kids Campaign is the best way to give Montreal kids a head start,” explains Steve Bucci, owner of Boutique The North Face.

To pursue its mission, the store is also calling on Montrealers to raise funds through the sale of special The North Face Montreal t-shirts. For every t-shirt sold, five dollars will go to the Y’s Strong Kids Campaign.

In order to raise additional donations Boutique The North Face is having an in-store launch event for the Fall 2011 season to be held in October. The funds gathered during the event will help kids attend the summer camp in 2012.

To reinforce its partnership with the Westmount Y centre, and just in time for back-to-school, the store offers to Westmount Y centre’s current members a 10% discount on all items (excludes items already discounted 25% or more). This privilege will run from September 1st, 2011 until January 15th, 2012.

“We are happy to be a community partner of the Boutique North Face. One of our core values at the Y is to facilitate participation and access to all individuals in the community who have the will

to take part in our programs. We at the Y believe in the importance of supporting local businesses and hope that this new partnership continues for many years to come!” explains Vanessa Valente, Coordinator of Community Initiatives, Westmount Y centre.

About Boutique The North Face in Westmount

Boutique The North Face in Westmount is the only The North Face concept boutique in Québec and the first established in Canada since 2004. Owned by Montrealer Steve Bucci, the 3000-square-foot store offers various The North Face label footwear, equipment, apparel and accessories for travel, camping, running and outdoor life.

The two-level store is located at 4924 Sherbrooke street West in Westmount, Québec .

About YMCA (Westmount) and Strong Kids Campaign

Founded in 1912, the Westmount Y centre is located west of downtown Montreal. It is part of the YMCAs of Québec, a charitable organization that, beyond the physical fitness activities it offers, helps children, youth, adults and seniors in Westmount, Notre-Dame-de-Grâce, Saint-Henri, Little Burgundy and Pointe-Saint-Charles improve their well-being. The Westmount Y centre serves the needs of youth, seniors and families, in partnership with social organizations and an outstanding network of nearly 100 volunteers and many donors. Youth activities include the very popular and stimulating after-school programs. The centre also has a highly acclaimed day camp, where youngsters discover activities and tools for personal and social development, as well as a leadership program. The camp can also accommodate children with special needs. Close to 6,000 people use its programs and services every year. The centre has close to 3,000 members, including 270 members benefiting from the access for all policy, a flexible pricing system.

The goal of the Strong Kids Campaign is to help children with special needs integrate into the YMCA programs with the aid of a companion, as well as fund children from financially disadvantaged families who could not otherwise take part of the programs.

Websites:

<http://www.facebook.com/thenorthfacemontreal>

<http://www.ymcaquebec.org/en/centre/overview/westmount-y-centre/9/>

<http://www.ymcastrongkids.ca/>

Photo attached.

###