

Attention Fashion, Shopping, Lifestyle, Calendar and Community Editors:

**THE CANADIAN WOMEN'S FOUNDATION LAUNCHES
"SHELTER FROM THE STORM" WITH LIMITED EDITION GOODS**
Shelter from the Storm t-shirts, teddy bears and re-usable totes available at
Winners and HomeSense locations across the country

Toronto, Ontario, April 13, 2009 – The Canadian Women's Foundation, in partnership with Winners and HomeSense, BMO Financial Group and Rogers Media, launches its 'Shelter from the Storm' campaign today with the sale of limited edition t-shirts, teddy bears and re-usable totes with lunch bags at Winners and HomeSense.

Shelter from the Storm is Canada's largest national fundraising campaign dedicated to ending violence against women. Funds raised will support community violence prevention programs and over 450 shelters for abused women across Canada. The campaign runs from April 13th until May 10th.

Shelter from the Storm t-shirts are \$12.99 and available at Winners and HomeSense stores nationwide. The shirts come in white, purple and black for women, and white, grey and black for men. Shelter from the Storm teddybears are \$12.99 and re-usable totes with lunchbags are \$4.99. Net proceeds from the sale of these items will directly support shelters for abused women and community violence prevention programs.

"Every year in Canada up to 360,000 children witness violence in the home and nearly 100,000 women and children seek refuge in a shelter. Purchasing a t-shirt, teddy bear, or 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, end violence against women," says Shannon Johnson, Winners HomeSense Spokesperson. "We know our customers are always willing to partner for an important cause and we're hoping that this year's stylish selection of merchandise will help surpass the goal of raising \$1.5 million dollars for the campaign."

Another campaign highlight occurs on May 7th when Rogers Media radio stations across Canada will broadcast live radio-thons to share survivors' stories, raise awareness of the issue and encourage listeners to donate. And for the first time ever, City TV in Vancouver will broadcast a 4-hour live telethon on Breakfast Television. Winners and HomeSense will also hold "Shop 'til it Stops" on May 7th; a cross-Canada sales event in which a percentage of the day's sales goes to Shelter from the Storm. When shoppers use their BMO[®] MasterCard^{®*} an additional percentage will go to the campaign.

Canadians can make a donation any time during the campaign online at www.shelterfromthestorm.ca or at any Winners, HomeSense or BMO Bank of Montreal branch.

Shelter from the Storm is an annual fundraising and awareness campaign of the Canadian Women's Foundation and its campaign partners: Winners and HomeSense, BMO Financial Group and Rogers Media.

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.

High-resolution images of the t-shirts are available for download in the MEDIA CENTRE at www.shelterfromthestorm.ca
For more information about the campaign or violence against women please contact Mara Brotman, Communications Specialist, The Canadian Women's Foundation, 416 365-1444 ext. 243, mbrotman@canadianwomen.org