

April 26, 2011 Generous Yellowknifers asked to donate to Diana's Closet

FOR IMMEDIATE RELEASE

YELLOWKNIFE - The YWCA is encouraging Yellowknifers to donate to Diana's Closet, a drive for women and children in need of toiletries.

Diana's Closet is an annual drive from April 26th to May 9th by the YWCA for Northern women and children in need of toiletries. Often, clients arrive at the family violence shelter with little more than the clothes on their backs. Without money. Without access to everyday necessities. YWCA provides housing and food, but there's simply nothing left for essentials. Clients in our housing program face similar problems. Tampons, diapers, shampoo, toothpaste, deodorant and toilet paper are just some of the items in need for the shelters.

The name Diana's Closet is inspired by the Roman goddess Diana, who looked after women. To promote this drive, Yellowknife-based advertising agency Outcrop Communications conceptualized the campaign running until May 9th as pro-bono. The ads show the very first donation to this cause from Outcrop and asks you to be the next to donate. Two versions of the posters, one for the general public the other for businesses, will run.

The basket in the ads will be donated to the YWCA office on 4904-54 Ave. Suite 104 on April 26th at 10am by an Outcrop team. Photographers are welcome to capture the event.

"This is a campaign that from the beginning is an act of generosity, with the basket in the posters being the first donation," Director of Community Relations, Julie Green said. "It also shows the types of necessities the women and children in the shelter need."

"We were happy to help by producing the ads and by being the first to donate," President and Owner of Outcrop Communications, Marion LaVigne said. "We hope that this will be the first step in making a difference and that more companies and the people of Yellowknife will make donations, as well."

The campaign will also be featured on the YWCA Yellowknife's Facebook page and Twitter feed with updates on the progress for this cause.

Donations can be made during regular business hours to Sutherland Drugs, Weaver & Devore, CBC North, Yellowknife Co-op and the YWCA Yellowknife Administrative Office. For more information visit www.ywcanwt.ca/diana.html.

-30-

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