

FOR IMMEDIATE RELEASE

Howe Sound Women's Centre Society Invites Sea To Sky Community To Celebrate A New Tradition Of Giving With #GivingTuesday

SQUAMISH, BC (November 20, 2014) - The Howe Sound Women's Centre Society is inviting community members and businesses to celebrate in a day of giving on Tuesday, December 2, 2014. #GivingTuesday is part of a global movement to celebrate generosity and encourage people to give. Inspired by Black Friday and Cyber Monday, #GivingTuesday started in 2012 by the UN Foundation as a way of converting pre-holiday consumerism to philanthropy. Howe Sound Women's Centre is encouraging community members from the Sea to Sky Corridor to participate in #GivingTuesday by donating in support of women and children who have experienced violence.

"#GivingTuesday is part of a global social movement that reflects a shift in the spirit of the holiday season, from one of consumerism to one of celebration, giving, and gratitude," says Sheila Allen, executive director of Howe Sound Women's Centre Society. "We hope that we can help ignite a new tradition of generosity right here in the Sea to Sky Corridor by encouraging people to take a stand against gender violence, advocate for gender equality, and provide support to survivors of abuse by donating to our society on December 2."

In addition to asking for support from individual donors, the Howe Sound Women's Centre will be placing donation jars at participating merchants throughout Squamish, Whistler and Pemberton. For those merchants who are interested in participating, please contact Megan Reynolds at 604-892-5748 or via email at rdm@hswc.ca to receive your point of sale kit.

Howe Sound Women's Centre is one of more than 1,900 organizations across Canada participating in #GivingTuesday this year, which has been attributed with an increase of 91% in online donations through CanadaHelps.org on that date in 2013.

For those wishing to donate on #GivingTuesday, payments can be made online at www.hswc.ca/donate, in person at either of two Howe Sound Women's Centre locations: 38021 Third Avenue in Squamish or 1519 Spring Creek Drive in Whistler, or at any one of the participating merchants throughout Squamish, Whistler and Pemberton.

About The Howe Sound Women's Centre Society

The Howe Sound Women's Centre Society is a for purpose charitable organization that has been serving the Sea to Sky Community for 33 years. The Women's Centre is focused on supporting women, children and youth who are in need of emergency shelter, support, referrals and advocacy, and in particular, those who are experiencing high conflict, violence or abuse. The Women's Centre offers emergency housing through Pearl's Place Transition House and Pearl's Safe Home, children and youth focused programs such as Children Who Witness Abuse counselling, Working Through Separation and Divorce counselling, and Violence is Preventable education, multicultural outreach, and health and wellness programs. The Squamish and

Whistler Women's Centres receive over 5,000 visits annually. The Women's Centre also operates Pearl's Value & Vintage, a second hand thrift store selling gently used and vintage goods, with all proceeds from sales supporting Howe Sound Women's Centre Society programs. For more information, visit www.hswc.ca.

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