



A TURNING POINT
FOR WOMEN



FOR IMMEDIATE RELEASE

December 9, 2009

Making A Difference: Great-West Life, The Protectors Group and YWCA

PETERBOROUGH – Great-West Life, together with The Protectors Group, today presented a \$30,000 contribution in support of the YWCA Crossroads Safe Haven Campaign. The contribution is made through Great-West Life’s national corporate citizenship program. The Protectors Group is a financial security planning company associated with Great-West Life.

“We truly appreciate this support for a much needed resource in this community,” say Betty and Bill Morris, Campaign Co-chairs. “Great-West Life and The Protectors Group are demonstrating remarkable community leadership. It’s this kind of support that gives Peterborough such an outstanding reputation for philanthropy.”

The YWCA Crossroads Safe Haven Campaign is a bold vision to replace two aging shelters with one new facility to help ensure women and their families receive counselling and support programs delivered within the safety of the shelter. Programs and support groups will help women to build a promising and healthy future for themselves and their families. The money raised will help courageous women to achieve self sufficiency and independence.

YWCA Executive Director Lynn Zimmer adds, “Our Crossroads Safe Haven Campaign Team has been working over the past 18 months towards the goal of building a new YWCA Crossroads shelter for women and their children fleeing domestic abuse. For the women who arrive at these doors, this is a critical turning point of their lives. It’s important to remember domestic abuse is not just a women’s issue; it’s an issue that affects whole families and the health of our entire community.”

“As a leading provider of life and health insurance, and an Imagine Caring company, Great-West Life takes special interest in supporting initiatives that address the health and wellness concerns of Canadians,” says Dan Hostick, Regional Director, Great-West Life in Peterborough. “This community is not only where we do business but is also home to many of our staff, financial security advisors and associates, so we recognize the need for the Crossroads Safe Haven Campaign. By providing greater access to shelter resources, the campaign is helping build stronger, healthier communities in Peterborough, Victoria and Haliburton— a goal to which we’re proud to contribute.”

Terry Windrem of The Protectors Group adds, “We highly value the role the YWCA plays in the betterment of our local community. We support all the good work they do, and we know this donation will support women and children in need and help make a positive difference to their futures.”

To find out more about the Safe Haven Campaign or to make a gift, visit www.ywcapeterborough.org or contact the YWCA office at (705) 743-3526. The Safe Haven Campaign has a number of naming and recognition opportunities remaining for those corporations, families and individuals who wish to leave a legacy in this community shelter.

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