



YWCA
PETERBOROUGH
VICTORIA
& HALIBURTON

A TURNING POINT
FOR WOMEN

FOR IMMEDIATE RELEASE

YWCA Holiday Gift Program Wrapping Up Smiles This Season

Peterborough, ON - December 11, 2009 ---The YWCA of Peterborough, Victoria and Haliburton is working rigorously to spread the festive cheer to families in need through its annual Holiday Gift program. The gift program seeks donations of new clothing and toys for children, ranging from 1 to 20 years of age in the YWCA's Crossroads Shelter and the families of recently sheltered women, who are struggling to rebuild their lives.

"With the current economic crisis the needs are greater this year, but this hasn't stopped our community from being very generous and we are very thankful to the community. Last year, we successful adopted 133 families with generous sponsors, we want to continue the tradition of bringing smiles to families at their darkest hour," says program coordinator, Margaret Soles.

The YWCA Holiday Gift Program sends packages full of gifts, groceries and necessities to mothers and their children; families who have recently fled from an abusive situation with nothing but the clothing on their backs. Several families' wishes have been granted, but there are still many families arriving on a daily basis in need of a holiday package to make the season a little brighter for them. Donations of new, unwrapped toys and clothing can be delivered to the YWCA Administrative offices located on the main floor of its 216 Simcoe Street address. Drop off is available Monday through Friday from 9:00 am to 4:30 pm for the entire month until December 21st. Monetary donations and gift cards from local stores are always welcome along with cheques payable to YWCA Peterborough, Victoria & Haliburton.

The YWCA Peterborough Victoria & Haliburton has a 118-year legacy of service to women and children in supporting the leadership of women in order to achieve an equitable society and peace with justice. In today's society women continue to face multiple barriers to their well-being – particularly violence and poverty. The YWCA believes in the growth of healthy communities and in working in partnerships to achieve this goal.

For more information on donating, or the YWCA Holiday Gift Program, please contact Margaret at 743-3526 or send an email to info@ywcapeterborough.org

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Photo Opportunity: Wednesday December 16, 2009 between 11:00am to 12:00pm
Location: YWCA Administration office (Main Board Room)
YWCA PETERBOROUGH VICTORIA & HALIBURTON
216 SIMCOE STREET PETERBOROUGH, ON K9H 2H7

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