



FOR IMMEDIATE RELEASE

YWCA Tagged as an ‘Olympic Win’!

Peterborough, ON. – February 18, 2010 --- The YWCA Peterborough Victoria & Haliburton is extremely pleased to announce the success of the “Tag Day” fundraising event that took place on February 12th and 13th, the opening weekend of the Olympic Games. Thanks to the numerous volunteers who came out, and the hundreds of people who donated, the event was able to exceed last year’s donations - raising over \$4,000 for YWCA Crossroads Shelter and Food Action programs.

“Volunteers are the heart of the YWCA, they help build our community!” says YWCA Special Events Coordinator, Penny Kemp. The YWCA currently has over 200 active volunteers who are generously donating their time in programs such as Food Boxes, Community Gardens and various fundraising events including Tag Days and the annual Freedom Walk.

Donations come in many forms to the YWCA and have the power to impact our community in amazing ways. Since 1989, Peterborough shoppers have reached into their pockets and donated \$254,534 on YWCA Tag Days, mostly in twoonies and loonies. Many sincere thanks to the businesses that allowed YWCA volunteers to collect donations and hand out service cards at their locations; Farmer’s Market, Walmart, Loblaws Superstore, Dieter & Darcy’s No Frills, Morello’s Independent Grocers, Ken’s No Frills, and Sobey’s Lansdowne.

Tag Days Contact:

If you would like more information on our next Tag Days in May, or how you can volunteer for a shift, please call Penny Kemp at 743-3526 x 116, or email: pkemp@ywcapeterborough.org

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