

## FOR IMMEDIATE RELEASE

### YWCA Tag Days Raise over \$6,800 in Support of Local Women and Children!

**Peterborough, ON. – December 8, 2010** --- YWCA Peterborough Victoria & Haliburton is extremely pleased to announce the success of the “Tag Day” fundraising event that took place on December 2<sup>nd</sup> through 5<sup>th</sup>. Thanks to the 38 dedicated volunteers and hundreds of YWCA supporters who braved the cold last weekend, the event surpassed last year’s results - raising \$6,861 for YWCA Crossroads Shelter and JustFood Programs.

“Our Tag Day volunteers are a brave bunch! It’s truly heart warming to know that we can count on their help despite the low temperatures!” says YWCA Special Events Coordinator, Penny Kemp. The YWCA currently has over 200 active volunteers who generously donate their time in programs such as JustFood, Y’s Buys and various fundraising events including the annual Freedom Walk and Walk A Mile In Her Shoes.

Donations come in many forms to the YWCA and have the power to impact our community in amazing ways. In the previous year, Peterborough shoppers have reached into their pockets and donated an incredible \$15,728 on YWCA Tag Days, mostly in twonies and loonies.

Many sincere thanks also go out to the businesses that allowed YWCA volunteers to collect donations and hand out service cards at their locations: Peterborough Farmer’s Market, Liftlock Foodland, Sherbrooke Street LCBO, Willowcreek LCBO, Independent Grocers, Dieter & Darcy’s No Frills, Ken’s No Frills, Metro, Lansdowne Street Price Chopper, Chemong Road Shoppers Drug Mart and Chapters.

#### Tag Days Contact:

If you would like more information on our next Tag Days in May, please call Penny Kemp at 743-3526 x 116, or email: [pkemp@ywcapeterborough.org](mailto:pkemp@ywcapeterborough.org)

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