

FOR IMMEDIATE RELEASE

Unicef Holiday Cards Find a New Home at Titles Bookstore

Peterborough, ON (October 26, 2010) – Unicef holiday card sales have recently been relocated from the YWCA of Peterborough, Victoria and Haliburton to Titles Bookstore, located at 379 George Street North.

For over 30 years, the YWCA has dedicated a portion of its downtown Administrative Office space to Unicef cards and gifts displays during the month of December. The decision to search for an alternate downtown location was made following recent changes to the YWCA’s programming and office layout.

“We are very pleased to be partnering with a business in the downtown core to keep the Unicef tradition alive,” says YWCA Executive Director, Lynn Zimmer. “We felt we owed it to our Unicef customers, some of whom have been visiting us since Unicef first came to the YWCA, to make their experience as accessible as possible. We are confident that our partnership with Titles Bookstore will do just that.”

Unicef is the world’s largest provider of vaccines for developing countries, and supports child health and nutrition, good water and sanitation, quality basic education for all boys and girls, and the protection of children from violence, exploitation, and AIDS. 82% of revenue from Unicef’s wide selection of cards and gifts supports programs that help children and families worldwide.

Unicef’s 2010 Fall Winter Catalogues can be ordered, free of charge, online at www.shopunicef.ca or by calling 1-888-777-0380. For more information about the Unicef products currently available at Titles Bookstore, or to place a special order, please contact Titles Bookstore at (705) 743-9610.

Titles Bookstore is open from Monday through Saturday from 9:30 to 5:30, with extended evening hours on Thursdays (6:00 pm) and Fridays (8:00 pm).

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Contact:

- **YWCA:** Julie Garvin, Communications Specialist, 743-3526 x131, jgarvin@ywcapeterborough.org
- **Titles Bookstore:** Anne Heuft, Owner, (705) 743-9610

YWCA PETERBOROUGH VICTORIA & HALIBURTON
216 SIMCOE STREET PETERBOROUGH, ONTARIO K9H 2H7
(TEL) 705-743-3526 (TTY) 705-743-4015 (FAX) 705-745-4654
info@ywcapeterborough.org www.ywcapeterborough.org

