



Press Release

## WW4W Presents New Awareness Poster and Updated Calendar of Events and Initiatives

**Toronto - December 17, 2009** - This January the new and updated Wear White 4 Windfall (WW4W) awareness poster featuring the campaign's spokespeople will be on Toronto Transit Commission's (TTC) vehicles. Starting January 4, Torontonians will ride in good company alongside celebrities like Steven Sabados & Chris Hyndman, Dina Pugliese, Anne Mroczkowski, Shawn Hewson and Zack Werner.

WW4W is an annual awareness and fundraising campaign in support of Windfall, Canada's only new clothing and basic-needs items bank. Windfall, an award-winning registered charity, collects new items and distributes them free of charge to Torontonians in need through partnerships with more than 100 social service agencies. Special initiatives will take place around Toronto throughout the month of January to raise money for the campaign, and on January 28, all Torontonians will be encouraged to wear something white and donate \$4.

The poster campaign, added to the WW4W roster of initiatives last January, will showcase an innovative new poster designed to drive home the startling truth about poverty in Toronto. Eager to raise awareness, celebrities will highlight the staggering statistic and invite Torontonians to take action. And they won't take no for an answer!



The WW4W committee is proud to announce the following confirmed (to date) calendar of events and initiatives:

## **CALENDAR OF EVENTS**

### **January 4 to 31, 2010**

- **WW4W posters** will be travelling around the city on TTC subways, buses and streetcars.
- **Daniel Espinosa's** WW4W silver charm will be available for purchase in store and online at [www.ww4w.ca](http://www.ww4w.ca). The charm is a stylish addition to last year's bracelet that will be available for purchase again this year. Part of the proceeds from the sales of both items will be donated to WW4W. Daniel Espinosa is located at 21 Avenue Road, Toronto.
- **Franco Mirabelli's** stunning t-shirt for WW4W 2010 will be available for purchase at Mirabelli locations around the city and online at [www.ww4w.ca](http://www.ww4w.ca). All proceeds will be donated to WW4W. Mirabelli stores in Toronto are located at 454 Eglinton Avenue West, 1130 Yonge Street and Bayview Village Shopping Centre.
- **Elizabeth Grant** will donate 50 per cent of the sales from its Beautiful Colours Finishing Touch makeup primer to WW4W. The product will be available for purchase online at [www.elizabethgrant.com](http://www.elizabethgrant.com).
- **Vasanti Cosmetics** will contribute 100 per cent of proceeds from two of its shimmer powders to WW4W. *Snowflake* and *Arctic Shimmer* (each \$14) will be available at select Shoppers Drug Mart and Rexall PharmaPlus locations nationally or online at [www.vasanticosmetics.com](http://www.vasanticosmetics.com) and [www.amazon.com](http://www.amazon.com).
- **Leslie Battrick Jewellery** will donate 100 per cent of proceeds from the sales of limited-edition earrings designed exclusively for WW4W. The earrings, in sterling silver and ice flake quartz stones, will be available for purchase online at [www.ww4w.ca](http://www.ww4w.ca).

### **January 13, 2010**

- Private Media Poster launch at the **Daniel Espinosa** boutique. Steven Sabados & Chris Hyndman, Dina Pugliese, Anne Mroczkowski, Shinan Govani, Shawn Hewson and Zack Werner, Windfall's celebrity spokespeople, will host the event.

### **January 28, 2010**

- **The Official Wear White 4 Windfall Day** - Torontonians will don their whites to show their support and will donate \$4 to WW4W. Donations can be made online at [www.ww4w.ca](http://www.ww4w.ca) or at any Alterna location ([www.alterna.ca](http://www.alterna.ca)). Businesses and individuals across the GTA will be participating.

- **Amber Lounge** in Yorkville hosts the annual private white party.
- **CN Tower** - Look up and enjoy the CN Tower dressed up in white and blue! On the official WW4W day, the Toronto landmark will "light up" its support featuring the official colours of the campaign.
- **WhoWhatWEARWhenWhy**, a series of fundraisers in conjunction with Frugal Fashion Week 2010, will debut and support Windfall's Wear White 4 Windfall campaign. The event's guests will be encouraged to make a donation to the campaign. The venue will be bathed in white; the evening will feature white amenities, including the Gifting Lounge. The series will be held at Nyood's on 1096 Queen St. West. The January event will feature a dramatic runway show, a designer silent auction and a fabulous evening of mixing and mingling! Tickets are \$10. More info is available at [www.frugalfashionweek.com](http://www.frugalfashionweek.com).

### January 30, 2010

- **The Wedding Dress Sale**, one of Windfall's most-anticipated events, will once again thrill brides on a budget. New, designer bridal gowns will be on sale at wholesale prices with all proceeds going to WW4W. Doors open from 11 a.m. until 2 p.m. at Windfall's warehouse located at 3-29 Connell Court, Toronto. Visit: [www.weddingdressesforwindfall.com](http://www.weddingdressesforwindfall.com).

### About Windfall:

Windfall assists 64,000 vulnerable citizens in the GTA; 1/3 of them children. With no government funding, Windfall provides brand-new donated clothing and other basic-needs items to people living in poverty and/or crisis, enabling them to boost to their self-esteem resulting in increased life opportunities. The items are distributed through partnerships with over 100 social service agencies across the Greater Toronto Area.

For more information: [www.windfallbasics.com](http://www.windfallbasics.com).

**Media Contact:** Alessia Pugliese 416.703.8435x15 [alessia.pugliese@windfallbasics.com](mailto:alessia.pugliese@windfallbasics.com)

**WW4W Contact:** Kelly Carmichael 416.703.8435x11 [kelly.carmichael@windfallbasics.com](mailto:kelly.carmichael@windfallbasics.com)

**Windfall Contact:** Helen Harakas 416.703.8435x12 [helen.harakas@windfallbasics.com](mailto:helen.harakas@windfallbasics.com)