

**FOR IMMEDIATE RELEASE**

## **Rising Together: WINS Appeals for Support from Calgarians to Help Families in Immediate Need**

Women in Need Society (WINS) is asking Calgarians to donate and help us help families in need

**CALGARY** – August 23, 2023 – Calgary’s Women in Need Society (WINS) is calling on all Calgarians to extend a helping hand through donations of funds, goods, or time to help us respond to the rising needs of women and their families. At this time, the demand for help has been further amplified by the influx of people and families being displaced by wildfires in the Northwest Territories and Western Canada.

For 30 years, WINS has been helping women and their families thrive in Calgary and is happy to step up and support Calgary Emergency Management Agency (CEMA) in their effort to address the urgent needs of evacuated families. "We believe in the strength of community and the power of solidarity," said Karen Ramchuk, President and CEO, WINS. "By joining forces, we are striving to create a collective impact that will resonate far beyond these trying circumstances. Together, everyone wins."

WINS proudly partners with United Way of Calgary and Area in this cause to provide immediate support. "Basic needs, such as clothing and hygiene products, are essential. We are pleased to collaborate with WINS and commend them on their quick and flexible response to this crisis," said Susan Brooke, Vice President, Community Impact and Partnerships, United Way of Calgary and Area.

WINS is reaching out to all Calgarians with a heartfelt appeal for both monetary contributions and donations of new and gently used goods. Every generous gesture directly contributes to addressing the necessities of those in immediate need and those impacted by the fires, shining a ray of hope during these difficult times.

### **How you can help:**

- **Donate Funds:** Monetary donations can be made both in person at any WINS Store location and online through our [Donate Funds Page](#)
- **Donate Goods:** [Product donations](#) can be dropped off at our Donation Centre or at any of the six WINS Stores located across the city
- **Shop at our Stores:** When you shop our stores, your dollars fund our community programs, to learn more visit our [Thrift Stores page](#)
- **Volunteer:** Share your time and expertise by volunteering with us, to learn more, please visit our [Volunteer Page](#)

Calgary's strength in unity has shone in moments of adversity. Let's rally once again to uplift those in need, ensuring that the warmth of our community support and collective resilience reaches those who need it most. For more information, visit [www.winsyyc.ca](http://www.winsyyc.ca)

Women in Need Society



**About WINS**

Since 1992, Women in Need Society (WINS) has been committed to helping people in need in Calgary through our community programs that provide basic needs, emotional support, and vital resources. These programs enable individuals to build resiliency that inspires them and their families to thrive. We are able to do this through revenues generated through our Thrift Stores and the More Store and through the generous donations of Calgarians like you.

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