



FOR IMMEDIATE RELEASE

WINS' More Store expansion, because helping the environment never looked so good!

The Women in Need Society's bulk thrift store is tripling in size, ramping up the non-profit's operations

CALGARY - February 22, 2023 – Calgarians can look forward to even more low-cost thrifting as the [Women in Need Society \(WINS\)](#) celebrates the expansion of the non-profit's unique bulk thrift shopping experience, [More Store](#).

WHO: Women in Need Society (WINS)

WHAT: Celebration & re-launch of the expanded More Store by WINS

WHERE: Unit #133 7007 54 St SE, Calgary, Alberta

WHEN: February 23, 2023 at 8:30 am

The [More Store](#) opened its doors in 2020 and is one of seven thrift locations that WINS operates to support its essential community programming. These services, including [WINS' Community Resource Hubs](#) and the [House to Home, Retail Ready](#) and [Warehouse Ready](#) programs, help 14,000 Calgarians annually find financial stability and success in their lives.

Karen Ramchuk, WINS President and CEO, noted that her team has seen an increased number of customers frequenting the More Store over the last 12 months, which could be attributed to the rising cost of living.

“If there is one thing that WINS is known for, it is supporting Calgarians when they need it most. Much like when we saw a demand to keep our operations running during the pandemic, we are acting quickly to ensure all Calgarians have access to affordable clothing options,” explains Ramchuk.



“The More Store provides clothing, shoes and more for a dollar or less, offering a low cost shopping experience for Calgarians. It also helps us divert waste from landfills and preserve our environment for everyone. In the last 12 months, WINS has diverted more than 5 million pounds of waste through our reuse, repurpose and recycling initiatives, including the More Store.”



We want to say a big thank you to the Canadian Women's Foundation, who has made it possible and provided funding for our More Store expansion. We appreciate the work you do everyday, and are proud to call you a partner of WINS.

Please RSVP to:

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About WINS

WINS (Women In Need Society) is a Calgary-based charity helping women in need and their families. WINS provides women with the resources, knowledge, skills and confidence to achieve self-sufficiency. WINS operates four Community Resource Hubs, House to Home, Retail Ready, Warehouse Ready, a Recycling Program and the WINS thrift stores social enterprise, including the More Store and Twice New. For more information, please visit www.winsyc.ca.