

Media Advisory

For Immediate Release
September 18, 2009

YWCA Elm Centre: Celebrating Construction, Cementing Relationships

On Tuesday September 22, YWCA Toronto will host a celebration to mark the beginning of construction of the YWCA Elm Centre, an \$80 million complex in the heart of the city, and to launch their No Place Like Elm fundraising campaign. Three hundred women and their families will have permanent, affordable and supportive apartments when the project is complete.

As the cold weather approaches, YWCA Toronto will also draw the city's attention to the thousands of women and their families who are struggling to pay the rent, women who are living on or close to the street, and women who rely on others for a place to sleep. Through four sidewalk installations at the corners of Elm and Elizabeth Streets the YWCA will offer a snapshot of where three women might sleep at night.

Date: Tuesday September 22, 2009
Time: 9:30 am to 11am
Place: The Greenery – 170 Elizabeth Street (Hospital for Sick Children)
Who: His Worship Mayor David Miller
David Livingston, Infrastructure Ontario, President & Chief Executive Officer
Barbara Hall, Ontario Human Rights Commission Chief Commissioner
Dr. Robert Howard, St. Michael's Hospital President & Chief Executive Officer
Arlene Perly Rae and Diane Walker, YWCA Elm Centre Campaign Co-Chairs
Dr. Kristin Blakely-Kozman, YWCA Toronto President
Heather McGregor, YWCA Toronto Chief Executive Officer
Iman, a YWCA resident

Photo Opp: 1. Mayor David Miller and YWCA Elm Centre donors will add a splash of colour to the cement for the foundation.
2. Sidewalk installations of what homelessness looks like for some women.

To arrange an interview or photo please contact Raine Liliefeldt, Communications Manager
416.961.8101 ext.326.

For more information about YWCA Elm Centre contact Christine Thompson, Special Giving Manager, 416.961.8101 ext. 361.