

Mon sac  
pour toi



 *Fondation Y DES FEMMES*  
*WOMEN'S Y Foundation*  
MONTRÉAL

**PRESS RELEASE**  
For immediate distribution

## The Women's Y Foundation launches its new campaign My bag is YOURS!

**Montréal, February 27, 2017** - The Women's Y Foundation is proud to launch its first ever My bag is YOURS! campaign. As part of this campaign, women are invited to donate new or pre-loved handbags, designer or not, during a wide reaching handbag drive. Collection boxes will be set-up at the YWCA Montreal, starting mid-March, up to the first week of April. At the same time, a large collection of handbags will be held at several companies that have agreed to participate in this campaign.

Collected bags will be sold during an online auction the last three weeks of May 2017. **All profits will go the Women's Y Foundation to support Montreal women, thanks to the YWCA Montreal programs and services.** The My bag is YOURS! campaign will conclude at the Rendez-vous My bag is YOURS! festive cocktail to take place June 15, 2017 at Complexe Desjardins!

The two spokespersons of the campaign, entrepreneur Deborah Cherenfant and media personality Zeeta Maharaj are very enthusiastic about participating to this new campaign.

"I'm very happy to contribute to this original and creative initiative. Handbags are an intrinsic part of many women's daily life. To share and pay it forward highlights the solidarity we must have between women, says Deborah Cherenfant, francophone spokesperson of the event. It is also a gesture that makes us and others feel good, which benefits the YWCA Montreal, an organization which is dear to my heart and key to the well-being, confidence and development of girls and women. I invite you all to participate, for your own enjoyment, but also to make a concrete and inclusive gesture between women"

"For me, it is simply a new campaign that is out of the ordinary. Never seen before! Giving a handbag is giving a little bit of ourselves. Whether buying or giving a bag, My bag is YOURS! is an initiative that can help change a life. It is another very good reason to indulge oneself while supporting others" comments Zeeta Maharaj, anglophone spokesperson of the event.

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In order to collect as many bags as possible, the Foundation is currently recruiting ambassadors who will lend a hand to the campaign in various ways, including donating a bag and inviting their network to participate. Those who wish to contribute but do not have a handbag to donate can simply make a donation and the Women's Y Foundation will buy a handbag on their behalf from one of its fashion partners. Companies interested in supporting the campaign are invited to contact the Foundation.

"We invite women from all walks of life to participate to this inspiring campaign. You wish to get involved in building a better future for Montreal girls and women? Join us in this wonderful adventure by demonstrating your participation, generosity and solidarity!" says Sophie Fortin, Chair of the Women's Y Foundation Board of Directors.

To find out Women's T Foundation more about the My bag is YOURS! Campaign, go to the Women's Y Foundation or follow us on our Facebook page!

**Source and information :**

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