



Reward yourself... for a great cause!

The virtual auction *My bag is YOURS!*, benefitting Montreal's girls and women begins today!

Montréal, May 18 2017 – It's a go! The Women's Y Foundation launches the virtual auction *My bag is YOURS!* Hurry, you may find the handbag of your dreams, be it designer, colourful, small, big, funky or classical! You can find them **on the auction site, on line as of now until June 3rd**. Click **here** to browse through the auction: www.mycause.bid/direct/y

All profits will go to the Women's Y Foundation to support programs and services of the Montreal Women's Y. By purchasing a handbag, you concretely support the YWCA Montreal goals to fight against violence towards women, cyberbullying, bullying and sexual exploitation. The YWCA also generates long term changes fostering the integration of women to the labor market, eliminating inequities and breaking isolation. Let's get together to build a better future for girls and women!

The entrepreneur Déborah Cherenfant and media personalities Zeeta Maharaj and Carole St-Denis, enthusiastically joined the campaign, as the Campaign's spokespersons. They have been involved and joining forces for a number of weeks and will continue to be!

A network of ambassadors from the business world, as well as the public at large, further supported the campaign by gathering more than 450 handbags... sincere thanks to all of you! More than 160 of those handbags are available for purchase on the auction site right now. All the other bags will be sold at Fringues thrift-boutique, the workplace internship for the participants of Fringues & Cie, a reintegration program at YWCA Montreal.

"We invite women from all walks of life to participate to the this unique auction, says Sophie Fortin, Chair of the Board of Directors of the Women's Y Foundation. Join me in this wonderful adventure of generosity and solidarity and reward yourself at the same time!"

The campaign *My bag is YOURS!* will conclude on June 15, 2017 during the *My bag is YOURS!* happening. Handbags purchased during the auction can be picked up during this festive cocktail taking place at Complexe Desjardins.



To know more about the My bag is YOURS campaign, visit the Women's Y Foundation website: fondation.ydesfemmesmtl.org and follow us on our Facebook page! More importantly visit our virtual auction *My bag is YOURS*, which will be online from May 18th to June 3rd 2017: www.mycause.bid/direct/y bid for yourself and for others!

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Source and information:

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