



**PRESS RELEASE**

*For immediate release*

**Launch of the *In my bag of tricks* challenge  
of the Women's Y foundation and the YWCA Quebec**



**Montreal, april 23rd 2019** – It is with great pleasure that we inform you that the **In My Bag of Tricks** challenge has been launched as part of the **My Bag is Yours** campaign. This challenge, led by the Women's Y Foundation of Montreal and the YWCA Quebec, aims to raise \$ 20,000 to support the housing services of the YWCA Montreal and the YWCA Quebec.

For the occasion, people of all ages are invited to reveal a hidden talent through a photo. The process is quite simple. Once registered on the challenge website ([www.plusduntour.com](http://www.plusduntour.com)), the participant must share his or her hidden talent on social media with the hashtag #inmybagoftricks and then tag friends in the post to participate. The goal is for the challenge to become viral. Participants also have the opportunity to be sponsored for their challenge or donate directly to the campaign.

Actress **Sonia Cordeau** and Global News Montreal meteorological and community reporter **Kim Sullivan**, both spokespersons of the campaign, have set the tone for the challenge by revealing their hidden talent.

This entertaining challenge will surely inspire many. Supporting a good cause and making a difference while having fun is what the **In My Bag of Tricks** challenge has to offer to the general public!

**About the Women's Y Foundation**

The Women's Y Foundation was created in 1995 and supports the mission of the YWCA Montreal to build a better future for women and girls. It is an indispensable ally in terms of financial support and outreach to the organization and contributes to making it an essential reference for women and girls to contribute to society to the extent of their abilities.

**About YWCA Quebec**

The YWCA Quebec, founded in 1875, promotes the well-being and safety of women and girls as well as the fulfillment of their full potential and helps them develop the best of themselves. As a living environment and an essential resource for the community, the YWCA Quebec aspires to be the reference for women and girls in order to build a better and egalitarian society to which they will contribute fully.

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