



## **CRDN'S FIRST ANNUAL CLOTHING DRIVE CHALLENGES CANADIAN INSURANCE INDUSTRY TO HELP OTHERS DRESS FOR JOB SUCCESS**

Toronto, ON, August 8th, 2005 –The Certified Restoration Drycleaning Network (CRDN) challenges GTA insurance companies to dig deep into their closets and donate gently used women's business attire to help economically disadvantaged women dress for interview success, acquire jobs and restore financial self-sufficiency.

The clothing drive, October 1 – 15<sup>th</sup>, supports Dress For Success (Toronto) – a not-for-profit that provides over 1,000 local low-income women with free interview clothing and career counsel each year, so they can successfully re-enter the workforce and begin rebuilding their lives.

“Many of the women helped by Dress For Success are survivors of family abuse – and the majority are moms who earn the primary wage for their families,” says Nancy Toran Harbin, founder of Dress For Success, Toronto. “For these women, interview success is critical to family welfare. It's amazing how a simple professional outfit can help a woman restore her self-confidence in an interview situation and help her get back on the road to self-sufficiency.”

As the key sponsor of this clothing drive, CRDN will distribute garment bags to interested offices, and then collect, dry clean, press and deliver all donations from participant offices to the Dress For Success clothing bank, located in Yorkdale Mall, Toronto.

“The partnership with Dress For Success and CRDN makes strategic sense for a few reasons,” says Garry Bradamore, regional manager of CRDN. “CRDN specializes in restoration of content textiles for the insurance industry and as such, we have the infrastructure to efficiently pick-up, clean, press, store and deliver clothing donations. We also recognize that the insurance industry is full of professional women who wear the exact type of clothing Dress For Success requires.

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**Get Involved:**

1. Call the Certified Restoration Drycleaning Network (CRDN) at 866-897-CRDN (2736) prior to September 26<sup>th</sup> to receive an office garment bag.
2. Challenge co-workers to clean out closets and bring gently used business clothing to the office from October 1 – 15<sup>th</sup>.
3. CRDN will pick up generous donations and professionally clean, press and package all garments for Dress For Success. It will then deliver the donations to the clothing bank, where GTA women will be able to “suit up” for upcoming interviews.

All clothing items must be in excellent condition (no obvious tears, stains, missing buttons, broken zippers). The Dress For Success Clothing Drive accepts suits, blazers, overcoats, separates (shirts, skirts, pants), new nylons, nearly new shoes, scarves, purses, belts, costume jewelry, and unused cosmetics. The organization also has a need for plus size business clothing.

**To learn more about “Dress for Success” please visit:** [www.dressforsuccess.org](http://www.dressforsuccess.org)

**To learn more about “CRDN” please visit:** The organization’s Canadian web site [www.crdn.ca](http://www.crdn.ca).