

FOR IMMEDIATE RELEASE

**OVER 1800 LBS OF CLOTHES DONATED TO DRESS FOR SUCCESS BY LOCAL
INSURANCE INDUSTRY CLOTHING DRIVE**

Toronto, ON, November 25th, 2005 – Local insurance industry fashionistas purged their closets and together donated over 1800 lbs of gently used women’s business clothing and accessories to the first annual industry clothing drive to benefit Dress For Success Toronto – a not-for-profit that helps financially disadvantaged women dress for interview success, acquire jobs and restore financial self-sufficiency.

Organized by the Certified Restoration Drycleaning Network (CRDN), seven major Greater Toronto Area insurance companies and associations participated in October’s clothing drive: Aviva Canada Inc., including Pilot Insurance (the campaign’s largest contributor, donating approximately 30 per cent of clothing through several GTA offices); Dominion of Canada; ING Canada; Insurance Bureau of Canada; Toronto Insurance Women’s Association; Wawanesa Mutual Insurance Company.

“We are thrilled with the response from women working in the insurance industry,” says Garry Bradamore, regional manager, CRDN. “The incredible amount of the clothing donated in a first-year campaign really demonstrates they identify with the Dress For Success cause.”

“This incredibly kind donation by the insurance industry will help restore self confidence in the women we serve by their ability to look good and feel good in a professional interview situation,” says Nancy Toran Harbin, founder of Dress For Success Toronto. “Many women who visit our clothing bank are survivors of family abuse and the majority are moms who earn the primary wage for their families. For them, the expense of quality, professional business clothing is a luxury they often can’t afford.”

As the key sponsor of the clothing drive, CRDN first promoted the campaign and distributed garment bags to interested offices. It then collected, weighed and began to clean/restore all the donations at two of its specialized restoration facilities: 1485 Dupont Street, Toronto and 1881 Leslie Street in North York. CRDN will store the finished and packaged items at its Toronto head office and begin delivering the donations to the Dress For Success clothing bank in Yorkdale Mall, Toronto, in December.

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“For the CRDN, this partnership makes a lot of sense in terms of our ability to restore textiles and the need that exists for gently used business clothing,” says Bradamore. “Next year, we plan to promote the campaign earlier to allow companies more time to get involved.” Also, we plan to introduce the campaign to other CRDN members located in Vancouver and Halifax where there are two other Dress For Success clothing banks.

About Dress For Success

Dress For Success is a registered not-for-profit organization that provides low-income women with free (no cost) interview suits, confidence boosts and career development. Each client receives two business outfits – typically one or two suits, or a business casual outfit. Women are referred to Dress For Success by not-for-profit organizations that offer job training programs. In operation in Toronto since 2000, Dress For Success helps over 1,000 women in the GTA each year, and has locations in Halifax and Vancouver. Visit www.dressforsuccess.org for more information.

About Certified Restoration Drycleaning Network

The CRDN is an international organization of experienced, highly trained drycleaners who specialize in insurance restoration drycleaning & laundry services for all types of loss. Adept at restoring textiles damaged by fire, smoke, water or exposure to mold and other contaminants, CRDN members offer an effective, efficient and proven solution for insurance professionals seeking to reduce costs and improve margins while closing claims quickly. CRDN currently operates in the United States, United Kingdom and Canada. The organization’s Canadian web site is www.crdn.ca.

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