



ANNOUNCEMENT

January 2, 2018

CTV Calgary's Toy Mountain Campaign a huge success in support of the Calgary Women's Emergency Shelter, reaches milestone of \$1 million dollars raised since 2014

From November 20th until December 22nd, CTV Calgary, CJAY92, 98.5 Virgin Radio and Funny 1060 AM hosted the 4th annual Toy Mountain Campaign, presented by Trail Appliances. CTV's Toy Mountain collected much needed toys, financial donations and basic essential items for women, children, men and youth served by the Calgary Women's Emergency Shelter this holiday season and throughout the coming year.

Often many individuals and families fleeing violence have to leave everything behind, and have very little belongings and the children have no toys. With the generosity of the Calgary community, the campaign collected \$512,827 in financial donations, toys and basic need items (includes value of 15,428 toys and basic essential items).

In addition to collecting donations and items, CTV's Toy Mountain helps raise awareness around family violence and abuse and since the inaugural campaign in 2014, over \$1 million dollars has been raised for the Calgary Women's Emergency Shelter.

Every donation, no matter how big or small, makes a difference in the lives of those impacted by family violence and abuse. The agency relies on the support of numerous individuals and corporate partners to ensure the safety and well-being of their clients.

Thank you to the Toy Mountain 2017 Sponsors and Partners:

CTV Calgary, CJAY 92, 98.5 Virgin Radio, Funny 1060 AM, Trail Appliances, Bankers Hall, Brookfield Place, Fifth Avenue, Place, Suncor Energy Centre, AMJ Campbell and Denny's.

Thank you to everyone who participated in CTV Calgary's Toy Mountain Campaign and for Taking a Stand Against Family Violence and Abuse.

For more information about the Calgary Women's Emergency Shelter: www.calgarywomensshelter.com.