



**FOR IMMEDIATE RELEASE**

## **WINS (Women In Need Society) Invites Calgarians to Celebrate National Thrift Shop Day With A Thrift Store Bus Crawl**

*A private bus will provide a limited number of shoppers to three WINS locations throughout the city for a day of special promotions, fun and games, while supporting vulnerable women and children in our city.*

**CALGARY - July 14, 2022** – Calgary’s homegrown thrift enterprise, WINS, invites Calgarians to celebrate National Thrift Shop Day with a unique and fun thrift store bus crawl experience. Starting today, Calgarians can purchase tickets for a day of sustainable shopping on August 13, 2022, to help celebrate National Thrift Shop Day and support vulnerable local women and children.

Registered attendees will start the day with a light breakfast before boarding a private bus and travelling to three Calgary WINS’ thrift stores. During the bus ride, attendees will take part in raffles, trivia and fun activities while learning about the work that WINS does here in Calgary. In addition to visiting three WINS’ thrift store locations, attendees will receive:

- \$25 WINS gift card
- WINS water bottle
- WINS reusable shopping bag
- Light breakfast
- Snacks on the bus
- Special discounts at each location
- Raffles and prizes for additional deals
- Personal greeting and hosts at each location

Tickets are \$25 and are available for purchase on [Eventbrite](#).

“We are thrilled to be executing a first-of-its-kind thrift crawl event in Calgary,” says Karen Ramchuk, President and CEO of WINS. “This is a fun and unique opportunity for Calgarians to be more engaged in sustainable shopping and being kind to the environment, while supporting local women and their families through crisis and poverty. We’ve been planning this event for two years and had to pause it due to COVID-19 restrictions. We are looking forward to Calgary’s first-ever thrift store crawl.”

Due to COVID-19, many Calgarians are experiencing poverty for the first time, and the demand for WINS services is higher than ever. Dollars spent at WINS directly fund the help and support that WINS provides to Calgarians in need. The revenue from WINS thrift operations supports



locally-based programs, like [House to Home](#), [Retail Ready](#), [Warehouse Ready](#) and four [Community Resource Hubs](#).



*Calgarians are invited to celebrate National Thrift Shop Day on August 13 with WINS' thrift store bus crawl.*

This year also marks 30 years of WINS providing resources for Calgary women and their families to help break the poverty cycle and move from surviving to thriving. To celebrate 30 years, WINS launched a fundraising campaign to raise \$30,000 from Calgarians who appreciate the impact WINS has made in the city. Calgarians are invited to be part of the change and help WINS help more women and their families by donating to WINS at [www.winsyyc.ca](http://www.winsyyc.ca).

Women who need help and support or those who would like to learn more about local sustainable shopping and National Thrift Shop Day are encouraged to visit [www.winsyyc.ca](http://www.winsyyc.ca).

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### **About WINS**

WINS (Women In Need Society) is a Calgary-based charity helping women in need and their families. WINS provides women with the resources, knowledge, skills and confidence to achieve self-sufficiency. Operating four Community Resource Hubs, House to Home, Retail Ready, Warehouse Ready, a Recycling Program and the WINS Thrift Stores social enterprise, including More Store and Twice New. For more information, please visit [www.winsyyc.ca](http://www.winsyyc.ca).

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