



**DRESS FOR SUCCESS<sup>®</sup>**

*Suits to Self-Sufficiency*

## **2010 Bay Street Suit Challenge**

*Dress for Success Toronto Teams up with Bay Street for a Good Cause*

Giving a suit to one person can make a difference in the lives of many. When one person succeeds, it inspires others, builds a stronger community and supports tomorrow's leaders. Bay Street Suit Challenge runs throughout May and this initiative calls upon Bay Street professionals to donate nearly new professional clothing and accessories for Dress for Success Toronto.

"Since opening our doors in 2000, we have been dedicated to serving members of our community as they find employment and transition towards self-sufficiency," said Jessica Roelink, Executive Director of Dress for Success Toronto. "Each suit we give represents the beginning of a personal success story, and we are thrilled to have Bay Street professionals step-up to our challenge and help people achieve their dreams."

The business suit is a must for job hunting. Women are referred to Dress for Success Toronto by a wide variety of social service agencies with job training programs. In addition to a suit for the first job interview, women are also coached on interviewing skills and provided with ongoing career advice.

The suiting of a client represents the first step in a series of programs designed by Dress for Success to provide career development assistance to economically disadvantaged women seeking employment. After a woman secures a job, DfST provides a week's worth of professional clothing and encourages her to join the Professional Women's Group (PWG), a life-long membership networking association whereby newly employed women can improve their job skills and learn employment retention strategies.

Dress for Success Toronto will be accepting women's nearly new professional attire and accessories. The men's attire will be donated to DfST's partner charity.

This year's participants include Ernst & Young, RBC Capital Markets, RBC Dexia, CIBC, Miller Thomson LLP, Mackenzie Financial, Mercer, TD, BMO, Citi and HSBC.

-30-

### About Dress for Success Toronto

Dress for Success is an international not-for-profit organization that promotes the economic independence of disadvantaged women by providing professional attire, a network of support and the career development tools required to help women thrive in work and in life. To date, globally Dress for Success has helped more than 500,000 women work towards self-sufficiency.

Visit <http://www.dressforsuccess.org/toronto> to learn more.

For more information:

Melissa Arnold  
Building Blocks Communications  
416.588.8514

[Melissa@building-blocks.ca](mailto:Melissa@building-blocks.ca)

*Building Blocks is a proud sponsor of Dress for Success*