

CLOTHING DRIVE CHALLENGES THE INSURANCE INDUSTRY TO HELP OTHERS DRESS FOR JOB SUCCESS

Toronto, ON, January, 22nd 2009 –The Certified Restoration Drycleaning Network (CRDN) challenges insurance company offices in the GTA and surrounding communities, to dig deep into their closets and donate gently used professional attire to help economically disadvantaged Canadians dress for interview success, acquire jobs and restore financial self-sufficiency.

The clothing drive, April 20th – May 1st, 2009 supports Dress Your Best – a not-for-profit registered charity that contributes to the relief of poverty in the GTA and surrounding areas. Dress Your Best provides professional attire to low-income Canadians allowing them the ability to thrive in their job search and obtain gainful employment.

“We believe that every person deserves a chance to succeed. Dress Your Best is committed to providing a service that empowers men and women to gain employment and to instill self assurance in children attending school. By dressing our clients with high quality clothing we are giving them the confidence needed to successfully enter the workforce and the classroom.” says Jessica Roelink, founder of Dress Your Best, Toronto.

As the sponsor of the clothing drive, CRDN will distribute garment bags to interested insurance offices then collect, launder or dry clean, press and deliver all donations from participating offices to the Dress Your Best clothing bank, located at The Walmer Centre, 188 Lowther Avenue, Toronto.

“The partnership with Dress Your Best and CRDN makes strategic sense for many reasons,” says Garry Bradamore, National Manager of CRDN. “CRDN specializes in the restoration of soft content textiles and clothing 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 men and women who wear the exact type of clothing Dress Your Best requires.

“This year marks CRDN’s third and largest clothing drive campaign to-date. What better time to give back to our communities while supporting an environmental reduce and reuse effort. We hope all insurance company offices will pitch-in and support such a worthy community cause,” says Bradamore.

To get involved:

1. Call the Certified Restoration Drycleaning Network (CRDN) prior to April 1, 2009 to request and receive an office laundry bag and Info Kit
2. Tel: 866-897-CRDN (2736) ASK FOR: A DYB coordinator or email: Garry.bradamore@crdn.ca
3. Use the formatted flyer in the info kit and challenge co-workers to clean out their closets and bring gently used professional and children’s clothing to the office from April 20th – May 1st.
4. CRDN will call and arrange pick up your generous donations and professionally clean, press and package all garments for Dress Your Best. We will then deliver the donations to the clothing bank, where men, women and kids will be able to “suit up” for the workforce or classroom.

To learn more about “Dress Your Best” please visit: www.dressyourbest.ca

To learn more about “CRDN” please visit: The organization’s Canadian web site www.crdn.ca.