

“We are thrilled with the response received from our local insurance community,” says Garry Bradamore, Director National Programs, CRDN. “The amount of clothing donated during this year’s campaign more than tripled previous years. It truly demonstrates the generosity of the men and women within our industry as they clearly identified with the need for this wonderful community cause.”

“The kind donations by the insurance industry personnel will help restore self-confidence in the men and women we serve by their ability to look good and feel good in a professional interview situation,” says Jessica Roelink, founder of Dress Your Best, Toronto. “Many men and women who visit our clothing bank have experienced a variety of unfortunate hardships. For them, the expense of quality, professional business clothing is a luxury they simply can’t afford.”

As the key sponsor and organizer of the clothing drive, CRDN first promoted the campaign in January 2009, then distributed garment bags to participating offices in April. Last week, they collected and began sorting relevant clothing and accessories for cleaning at their specialized restoration facility located at 1485 Dupont Street, Toronto.

“For CRDN, the partnership with DYB made complete sense,” Bradamore says. “We work directly with these insurance offices everyday and know they wear the type of items DYB requires. Additionally, we clean and restore these types of items every day. Organizing and running this event requires a lot of work, but for us, it was an easy decision to make during these challenging times. This type of community-based charity fits very well with us and the insurance industry. As long as the industry supports it, we are considering expanding the campaign to other CRDN members across the country particularly, Vancouver and Halifax.”

About DYB

Dress Your Best is a registered not-for-profit organization that helps Canadians from marginalized communities gain employment. Their program helps clients look impressive and feel confident. It helps to prepare them for job interviews and for the workplace. A New DYB4Kids helps outfit children from low income families with clothing for school. Presently, clients are referred to DYB by more than 175 nonprofit job agencies, as well employment counselors from shelters, youth programs and social assistance groups. In operation since 2000, Dress Your Best has helped over 6,500 men, women and children. Its goal is to outfit an additional 3,000 in 2009. Visit www.dressyourbest.ca for more information.

About Certified Restoration Drycleaning Network

CRDN is an international organization of experienced, highly trained soft textile specialists that perform restoration laundry and dry cleaning services to the insurance industry. 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 customer satisfaction while closing claims quickly. CRDN currently operates in Canada, United States, United Kingdom. The organization’s Canadian web site is www.crdn.ca.