



Legendary Design. Worldwide Exclusive. Limited Edition. \$50. Charitable Giving.

**Canada Goose toque to launch Christmas at Holt Renfrew
Charity collaboration in support of Polar Bears International**

November 1, 2010 (Toronto) In a commitment to the preservation of our global environment, two iconic Canadian brands – Holt Renfrew and Canada Goose – have come together to offer an incredible gift for Christmas that gives back – a limited edition, Canada Goose designed toque exclusive to Holt Renfrew. A portion of the proceeds from the sale of each toque will go to Polar Bears International, a non-profit organization dedicated to the worldwide conservation of the polar bear and its habitat through research, stewardship and education.



Canada Goose toque in support of Polar Bears International, \$50

“Holt Renfrew’s relationships with great partners such as Canada Goose allow us to offer our customers amazing ‘only at Holts’ designer items in a charity collaboration. What better way to celebrate the holidays than to partner with an incredible Canadian brand such as Canada Goose to offer our customers a very special item that gives back” said Mark Derbyshire, President, Holt Renfrew. “Sales of the limited edition Holt Renfrew Canada Goose toque will support our efforts to contribute up to \$100,000 for Polar Bears International.”

The limited edition toque, lined in fleece with a merino wool exterior, features the Canada Goose crest which is an exclusive offering for Holt Renfrew. The designer toque, available in two colours, red and black, will retail for \$50.00 and are scheduled to land in stores November 4, 2010 – just in time for the Christmas season – and will be available for a limited time over the holiday shopping season.

“Canada Goose has been involved with Polar Bears International for a number of years. When you consider two thirds of the world’s polar bear population lives in Canada it only makes sense that a truly authentic Canadian brand that made its name in the north, take a leadership role in preserving the habitat of the polar bear,” says Dani Reiss, President & CEO, Canada Goose. “We are thrilled to see a great retail partner such as Holt Renfrew take up the cause of the great white bear!”

About Holt Renfrew

Celebrating a 173-year heritage, Holt Renfrew is recognized worldwide for its inspired shopping experience. Holt Renfrew locations across the country include: Toronto (three), Ottawa, Montreal, Quebec City, Vancouver, Calgary and Edmonton. For additional information on Holt Renfrew please visit our website www.holtrenfrew.com.

About Canada Goose

Canada Goose is committed to producing the best extreme weather outerwear in the world. The company has been manufacturing innovative, high quality outerwear in Canada for over 50 years. From South Pole research facilities and the Canadian High Arctic to the streets of New York City, Stockholm, Milan, Toronto and Tokyo, people wear Canada Goose products because of its reputation for authenticity, quality, functionality and style. Ask Anyone Who Knows™. www.canada-goose.com

About Polar Bears International

www.polarbearinternational.org

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