

# HOLT RENFREW

## HOLT RENFREW CELEBRATES 180<sup>TH</sup> ANNIVERSARY WITH NATIONAL CHARITY SHOPPING DAY

*With Proceeds in Support of WE Charity*

**October 12, 2017 (Toronto, ON):** In celebration of 180 years as Canada's leading destination for luxury fashion and style, Holt Renfrew will be hosting a national charity shopping day on **October 14<sup>th</sup>** in support of *WE Charity*. Holt Renfrew stores across Canada will be donating 10% of net sales, with a goal of raising up to \$180,000, to help empower youth in Canada and to support life-changing volunteer and leadership experiences in communities throughout the world.

Customers will be delighted with a variety of exciting in-store animations such as the opportunity to customize a personalized piece of jewellery by *ME to WE*, crafted by a women's artisan group in Kenya, at Bloor Street, Yorkdale, and Vancouver. In addition, Holt Renfrew will be welcoming special musical performances including appearances by renowned Canadian artist **Kardinal Offishall** in Vancouver, DJ sensation **Starting from Scratch** at Yorkdale, and the **Kenyan Boys Choir** at Bloor Street.

Holt Renfrew is proud to continue in support of this ongoing partnership with WE Charity. For more event details, please visit [HoltRenfrew.com](http://HoltRenfrew.com).

### **About Holt Renfrew**

Celebrating a 180-year heritage, Holt Renfrew is recognized worldwide for an inspired shopping experience. Founded in 1837 as a modest hat shop, Holt Renfrew would soon become a purveyor of fashion to Her Majesty Queen Victoria. In the 1930s, Holt Renfrew began to establish exclusive accounts with leading European designers, hosting Monsieur Christian Dior himself in 1947 as he launched his "New Look". After many years of foreign ownership Holt Renfrew was acquired in 1986 by W. Galen and the Hon. Hilary M. Weston. Under Weston ownership Holt Renfrew has become Canada's destination for luxury retail. Visit us at [www.holtrenfrew.com](http://www.holtrenfrew.com).

### **About WE**

WE Charity is part of WE - a family of organizations making doing good, doable. WE is made up of WE Charity, empowering domestic and international change, ME to WE, a social enterprise that creates socially conscious products and experiences to help support the charity, and WE Day, filling stadiums around the world with the greatest celebration of social good. WE enables youth and families to better the world – supporting 2,500+ local and global causes by volunteering millions of hours of service, shopping daily with an impact, and raising millions of dollars that directly benefit their local communities and the world. Globally, our teams in Asia, Africa, and Latin America have provided more than 1 million people with clean water, built 1,000 schools and schoolrooms overseas, and empowered more than 200,000 children with access to education. WE was founded more than 20 years ago by social entrepreneurs, brothers Craig and Marc Kielburger. Join the movement today at [WE.org](http://WE.org).

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