



FOR IMMEDIATE RELEASE

Sun Life Financial Shines for Toronto Women

(November 29, 2004) YWCA Toronto is pleased to welcome Sun Life Financial as the Presenting Sponsor of the 25th Annual Women of Distinction Awards.

The Women of Distinction awards dinner, which will take place on May 31st, 2005, is the single largest fundraising event for YWCA Toronto. The awards are presented annually to honour six women and one young woman who have made extraordinary contributions to improving the lives of women and girls in Toronto. Through sponsorship and ticket sales the YWCA is able to fund vital programming including housing and shelter, training and education community support programs and outdoor education for women and girls.

Demonstrating their commitment to the principles of women's equality and good corporate citizenship, Sun Life Financial has proudly supported the YWCA Toronto Women of Distinction Awards for 14 years as a Patron sponsor. To mark the 25th Anniversary of the awards they are strengthening the partnership by making a three-year commitment as the Presenting Sponsor.

Louise McLaren, Vice-President, Corporate Human Resources, Sun Life Financial said, "We are pleased to support the YWCA in the vital role it plays in enhancing the lives of women and girls within our community. Each year, we are inspired by the many women who work tirelessly and unselfishly for the enduring betterment of others. It is an honour to partner with the YWCA in celebrating these Women of Distinction."

Adds Heather McGregor, Executive Director, YWCA Toronto, "the Women of Distinction Awards is the most important event in YWCA Toronto's fundraising year. The increase in the level of support from Sun Life Financial is welcome; it speaks to their continued commitment to community involvement. Without their support, unique programs for women and girls would be at risk!"

The 2005 recipients will be announced on International Women's Day, March 8th, 2005.

The 25th Anniversary of YWCA Toronto's Women of Distinction Awards, presented by Sun Life Financial on May 31st, 2005 at the Metro Toronto Convention Centre will pay tribute to 7 new honourees and to the trailblazers who have received the award in the past.

For more information please call Amanda Dale, Director of Advocacy and Communications, YWCA Toronto, 416-961-8100, x350 or 416-453-1916.

www.ywcautoronto.org

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