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VERITY DONATES \$2,000 TO YWCA TORONTO FOR EVERY WOMAN WHO JOINS THE CLUB.

- **North America's unique women's club partners with YWCA Toronto to boost YWCA fundraising and Verity membership.**

TORONTO – In an initiative expected to raise over \$100,000 for YWCA Toronto, Verity will donate \$2,000 to the YWCA for every woman who joins the club between May 18, 2011 and the end of June.

The offer creates a new source of charitable revenue for the YWCA and an incentive for women to join Verity whose membership stands at 800. The Club's initiation fees are \$9,500 and annual fees are \$2,405. The \$2,000 donation per new member will be made in the member's name.

This initiative expands on Verity's existing sponsorship of the YWCA's annual Women of Distinction Award, which Verity's founder, Mary Aitken, won in 2008 for Entrepreneurship.

Said Mary Aitken, Verity's Founder and CEO: "We were looking for a meaningful way to encourage new members to fill our remaining places. The goals of the YWCA match our goal to promote the success of women. With this offer, we are creating a win-win-win situation for the YWCA, the new members and ourselves."

"The YWCA's programs help women and girls build stronger, healthier lives. We are thrilled that Verity is helping us ensure our critical programs continue," said Heather McGregor, CEO at the YWCA Toronto.

About Verity

Verity is Toronto's only women-focused business, social, fitness and wellness club. It's an oasis in the heart of the city where members can connect with like-minded professionals, share common interests, find new passions or simply re-connect with themselves.

About YWCA Toronto

YWCA Toronto's programs promote equality, economic security and lives free from violence. We help women and girls flee violence, secure housing, find jobs, establish their voices, enhance skills and develop confidence.

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