



## FOR IMMEDIATE RELEASE

### 3<sup>RD</sup> ANNUAL HOUSE FULL OF HOPE CAMPAIGN RAISES OVER \$34,000 FOR INTERVAL HOUSE OF HAMILTON

Hamilton, Ontario, December 18, 2009 – Executive Director of Interval House of Hamilton, Clare Freeman is delighted with the results of their 3<sup>rd</sup> Annual House Full of Hope Campaign. “I am extremely pleased that our partners in the House Full of Hope Campaign helped raise over \$34,000 in food, personal care items, toys and cash donations this year” and she added, “In 3 short years we have gone from \$5,000 and a handful of partners to over \$34,000. I am humbled by the support of our founding partners and many new partners.”

As an alternative to their seasonal gift giving in 2007 Albanese Branding and Communications started the House Full of Hope Campaign in support of Interval House of Hamilton. Since then the campaign has grown to include the following business partners: AM900 CHML/Y108 Christmas Tree of Hope, Dufferin Construction, Starward Homes, Vanderwesten Rutherford Mantecon, Avondale Stores Limited, Total Physio, The Hamilton Bulldogs Hockey Club, NetAccess Systems Inc., Mary Hopkins School, H. Williams Jewellery, Lake Avenue Public School and Carmen Lucci, RBC Investments.

Expressing her gratitude, Ms. Freeman noted that “Interval House of Hamilton relies on the community’s support to raise over \$360,000.00 annually to provide this vital community service. I am so grateful to our House Full of Hope Campaign partners who have helped us reduce our shortfall.”

Since 1986, over 12,000 services were used by women and children living in violence. In addition, Interval House of Hamilton logged over 35,000 crisis calls and has delivered over 2,000 public education workshops. As well, providing; Community-Based Counseling, Public Education, Legal Advocacy and Research services. The 22 bed residential shelter offers a safe environment and essential living needs for victims of violence.

Committed to serving women in need Interval House of Hamilton has recently assumed responsibility for the operation of the Women’s Centre of Hamilton and has just opened the new Flamborough Women’s Resource Centre in Waterdown.

Jim Albanese President of Albanese Branding and Communications observed, “Despite these difficult economic times with the help of our community minded business partners, media, clients, suppliers, family and friends this has been our most successful year.”

House Full of Hope partners are joining the campaign every year. To become a campaign partner and for more information please contact:

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Cheque presentation photo attached