

For Immediate Release  
May 6, 2015

## Supporting Women in Celebration of Mother's Day

GenNext is looking for your help to stock up our local women's shelter with feminine products

Thanks to a cultural taboo, it's not often that strangers strike up a conversation about feminine hygiene products. GenNext is hoping to change that fact, at least for a week.

In honour of Mother's Day, the group has organized a week-long feminine product drive to encourage local community members to donate new, unopened boxes of pads, tampons, and personal hygiene items to one of their conveniently located drop boxes across the City and the County. All donations will be gathered and donated to our local women's shelter, Nova Vita.

Joy Freeman, Executive Director of Nova Vita Domestic Violence Prevention Services noted that "when an abused woman and her children come to the shelter sometimes with just the clothes on their backs, we want to do anything we can to ease their stress. Often, little things like toiletries and personal products make a big difference - it sends a message that someone cares."

GenNext is hoping to motivate local citizens to head to the drug store this week to show they care.

"Buying menstrual items is no one's favourite task but they are basic life essentials. We want this drive to take the embarrassment out of heading down the feminine product aisle. We challenge everyone to give the gift of basic life essentials, such as menstrual products and toiletries, to the women in the shelter to celebrate Mother's Day." Says Laura Dickson, GenNext committee member and co-organizer of the product drive.

People can donate products from Tuesday, May 5<sup>th</sup> through Friday, May 8<sup>th</sup> at one or more of the following locations:

- **Brant United Way**, 125 Morrell Street Brantford, Monday-Friday 9am-4pm
- **Nova Vita**, 59 North Park Street, Monday-Friday 9am-5pm
- **The Arlington Hotel**, 106 Grand River St N, Paris, Anytime
- **Closet Couture Boutique**, 222B King George Rd. Brantford, Tuesday – Friday 10am-5:30pm
- **RBC Scotland**, 284 Oakland Rd, Scotland, Tuesday - Wednesday 10am-3pm, Thursday – Friday 10am-5pm.

For more information about the product drive, join us on Facebook at:  
[www.facebook.com/GenNextBrant](http://www.facebook.com/GenNextBrant)

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Nova Vita Domestic Violence Prevention Services provides counselling and residential support to abused and homeless women and their children in Brantford and Brant County. They are a Brant United Way member agency.

GenNext, a sub-committee of the Brant United Way, launched in the fall of 2013 with the mission to get people in their 20s and 30s engaged in the community through volunteering, giving and action. Their goal is to generate awareness and knowledge about social issues in Brantford, Brant County and Six Nations of the Grand River and link young adults in the community to the issues important to them.

**Who:** Organized by GenNext, all community participants welcome

**What:** A Community-wide feminine products and personal hygiene drive to support Nova Vita

**When:** Tuesday, May 5<sup>th</sup> through Friday, May 8<sup>th</sup>, 2015

**Where:** Multiple drop-off locations across Brantford & Brant County including:

**Why:** To help our local women's shelter stock up on much needed feminine products and to celebrate the local women in our life.

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