



MEDIA ALERT

June 27, 2013

Media Contact:

Jessica Patriquin, PUNCH Canada, 416-360-6522, ext. 245, Jessica@punchcanada.com

“SUITS COME OFF” IN FIGHT TO HELP MALE UNEMPLOYMENT

Men shed their clothes for Moore's' Canadian Suit Drive

Who: Street teams of men dressed only in boxers, dress shoes, socks and ties, carrying signs that read: “Give The Suit Off Your Back”

What: They're back! For the fourth year in a row, scantily clad men will take to the streets of Calgary, Halifax, Montreal, Ottawa and Toronto to raise awareness of Moore's fourth annual Canadian Suit Drive – a national campaign collecting gently used men's professional attire to help unemployed workers in local Canadian communities.

Street teams will strut their stuff during the lunchtime rush hour to encourage donations at any of the 100+ Moore's locations across Canada. As an added bonus, these gorgeous models will be handing out ice cream bars to beat the July heat.

Why: According to Statistics Canada, more than **754,900** working-age males across the country are unemployed as of May 2013. This figure has increased since last year by more than 12,000. Programs like the Canadian Suit Drive are instrumental, more than ever, in helping men with barriers to employment.

How: From July 1- July 31, 2013, Moore's will accept donations of gently used men's suits, shirts, pants, jackets, ties, belts and shoes for distribution to more than 60 local recipient organizations across the country. The clothes will be provided to men transitioning back into the workforce, helping them suit up for success. More information is available at: www.canadiansuitdrive.com.

When & Where: Tuesday, July 2, 2013

Locations and times across Canada:

- 11:30 a.m. – 1:30 p.m. EDT: **Toronto**, Yonge and Bloor
- 11:30 a.m. – 1:30 p.m. EDT: **Montreal**, Square Phillips
- 11:30 a.m. – 1:30 p.m. EDT: **Ottawa**, Corner of Elgin and Sparks Street
- 11:30 a.m. – 1:30 p.m. ADT: **Halifax**, Corner of Spring Garden Road and South Park Street

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