

BRASSO



YWCA | CALGARY

Media Advisory
June 4, 2014

BRASSO NISSAN CELEBRATES 45 YEARS BY SUPPORTING WOMEN FLEEING FAMILY VIOLENCE

Brasso Nissan is celebrating 45 years in Calgary by giving back to the community and supporting vulnerable women fleeing family violence.

Family violence is a preventable, yet pervasive issue that can affect anyone, of any age, culture or demographic. Calgary Police Service annually responds to more than 16,500 family violence related calls, with approximate 85% of those calls being initiated by women.

For the month of June, they are offering special vehicle discounts for customers in addition to donating a portion of sales from every vehicle sold to the YWCA Sheriff King Home emergency shelter.

On June 14, Brasso is inviting the public for a family friendly BBQ. There will be oil change specials, a vehicle parts "garage sale", a bouncy castle, and performances by country music recording artist Jordan Doell. The event will also feature a bottle and donation drive, which will aim to fill two Nissan NVs - one with bottles and cans and the other with YWCA Sheriff King Home emergency shelter wish list items!

On June 21, the dealership is hosting a car wash event by donation; proceeds from both events will support of the YWCA.

BBQ Details:

Date: Saturday, June 14, 2014
Time: 9:00 a.m. to 6:00 p.m.
Location: Brasso Nissan
195 Glendeer Cir SE, Calgary, AB

Car Wash Details:

Date: Saturday, June 21, 2014
Time: 9:00 a.m. to 6:00 p.m.
Location: Brasso Nissan
195 Glendeer Cir SE, Calgary, AB

About Brasso Nissan:

Brasso Nissan, one of the oldest dealerships in Canada, is a family-owned business that first opened its doors in 1969. During the last 45 years, Brasso has been a strong supporter of numerous charity initiatives in the Calgary community. The company cultivates a team environment and has won the Nissan Award of Excellence nineteen times.

About the YWCA of Calgary:

YWCA of Calgary is one of the largest and longest serving social service organizations in Calgary. During its 103 year history, the YWCA has touched tens of thousands of lives and adapted its programs and services to meet the changing needs of vulnerable women in the community. In 2013, through the provision of a continuum of services to more than **8,900** clients, including **2,400** children, the YWCA continued its focus on empowering women, who may be struggling with poverty, homelessness, family violence or isolation, to move from a position of vulnerability to one of sustainable strength and opportunity.

Contacts:

Tracey Anderson
Marketing & Administrative Assistant
Brasso Nissan
Phone: 403.253.5555 | Email: tracey.anderson@brassonissan.com

Carla Link
Manager, Marketing & Communications
YWCA of Calgary
Phone: 403.705.5779 | Cell: 587.228.8663 | Email: clink@ywcaofcalgary.com