

MEDIA RELEASE



DRESS FOR SUCCESS[®]
CENTRAL ALBERTA

DRESS FOR SUCESSESS CENTRAL ALBERTA ANNOUNCED AS BOWER PLACE'S 2025 CHARITY OF CHOICE

February 13, 2025 | Red Deer, AB - Bower Place announces Dress for Success Central Alberta (DFSCA) as their 2025 Charity of Choice. Each year Bower Place selects a charity of choice to whom they dedicate resources. They give preference to organizations that; are registered charitable organizations, contribute to the Central Alberta community, and directly support families or kids. The partnership raises approximately \$30,000 each year for the selected charity.

DFSCA offers long-lasting solutions that enable women to break the cycle of poverty and create economic independence. They believe every woman has the right to realize her full potential and achieve financial independence.

"We are working harder than ever to support our clients as they transform their lives. We have grown the organization over the past several years, with a bold strategic plan to ensure we can meet the needs of our community," shared Erin Forbes, Executive Director, DFSCA. "With the support of our Bower Place partnership, we will be able to continue that growth to ensure local women have the education, tools, and resources they need to achieve financial independence."

"The work of Dress for Success Central Alberta reflects the same values we hold at Bower Place—strengthening our community and supporting those in need. By providing professional attire, career development tools, and a network of support, Dress for Success transforms lives. We are thrilled to make them our annual charity of choice and look forward to making a lasting impact together." Ben Windsor, Marketing Director, QuadReal Property Group.

As a community run not for profit organization, Dress for Success Central Alberta relies on donations to deliver on their mission. From individual and corporate giving to clothing donations and volunteering, there are many ways to contribute to their organization. For full details, please visit: <https://www.dfsc.ca/ways-to-give/>

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About Dress for Success Central Alberta

Dress for Success Central Alberta offers long-lasting solutions that enable women to break the cycle of poverty and create economic independence. They are an inclusive community that empowers women and believes every woman has the right to realize her full potential.

For more information please contact:

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