

Hope in Purple Heels kick-starts new women's shelter

It's guaranteed to be a glamorous, glitzy and glittery evening, all in support of our York Region neighbours who need a safe shelter.

Hope in Purple Heels, a fusion of celebrities, food, fashion, fun and fundraising exclusive to 300 ticket holders, is Oct. 1 at Upper Canada Mall in Newmarket. The beneficiary is Belinda's Place, soon to be the first regional shelter to serve single women without homes.

The event, hosted by Oxford Properties and the 220-store mall

and sponsored by New Roads Automotive Group, is hoping to raise \$80,000 for the shelter, mall general manager Robert Horst said.

"We believe Belinda's Place is very important to our community," he said. "We also believe we have a responsibility to give back. Hope in Purple Heels is a great opportunity to do so and, at the same time, create an exciting event that showcases many of our shops."

Guests will receive VIP gift bags and chances to take home door

prizes from Apple, Sony and others, including jewelry stores. A cocktail reception and cuisine start the magical night, followed by a full-fledged fashion show, hosted by CityTV Breakfast Television co-host Dina Pugliese and LOULOU Magazine fashion editor Liv Judd. Acclaimed designer Simon Chang will attend.

York Region Celebration of the Arts bursary recipient and CNE Rising Star first place winner Christopher Dallo will entertain.

Every cent from the \$250 tickets will be committed to the shelter foundation, Mr. Horst said, adding the event's name is an amalgam of Belinda's Place's campaign colour and its slogan, hope for women without a home.

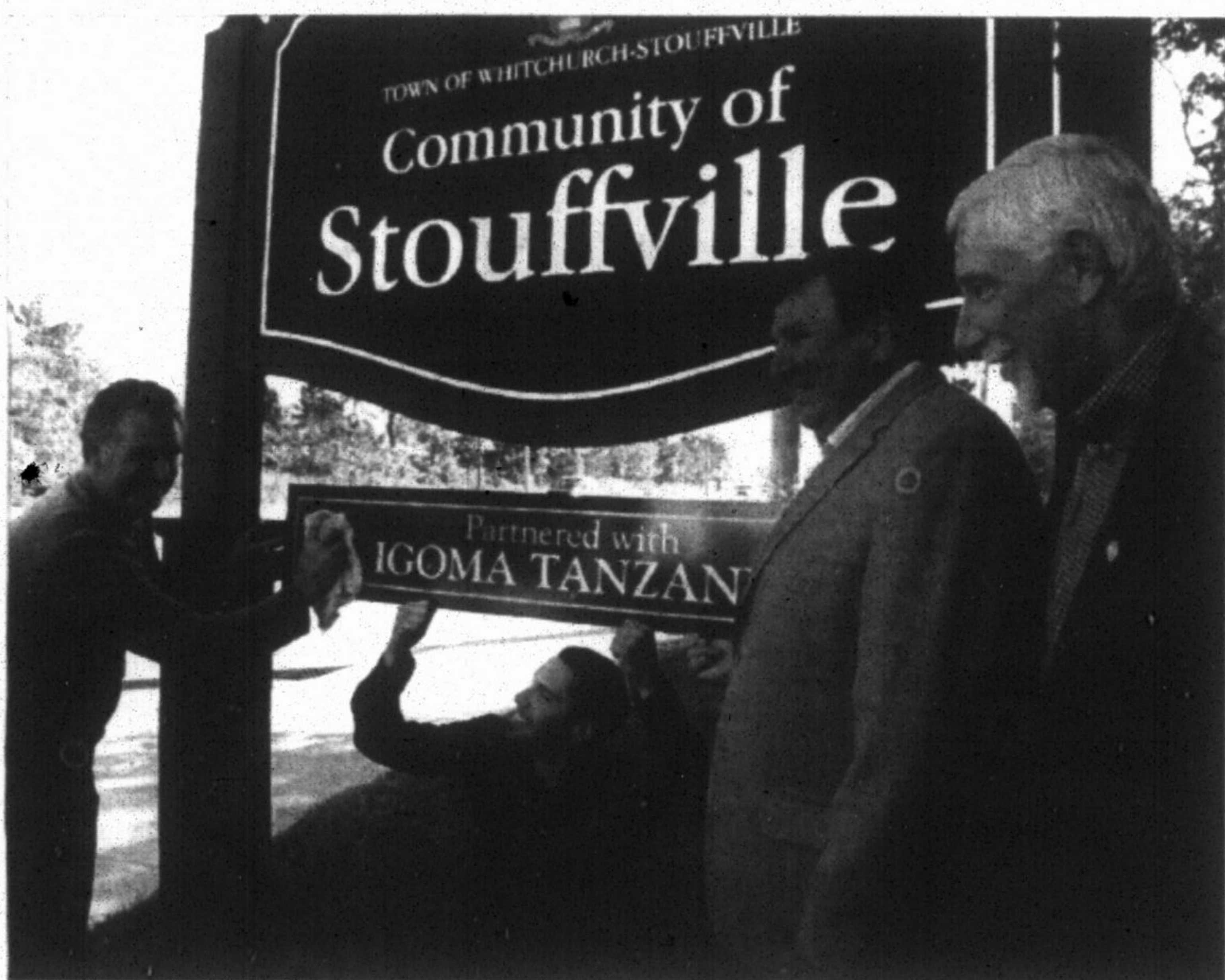
Single women are more than three times as likely to live in poverty than other residents. The number of female clients using services for the homeless continues to increase annually. More than 500 women are turned away every

year from shelters serving abused women and families. Not one shelter exists to serve single women without homes.

The goal is to have a building permit issued by the end of 2011, with a forecasted completion for the project of 2013.

Hope in Purple Heels doors open at 7:30 p.m. Tickets can be purchased at belindasplace.ca. You can also e-mail purpleheels@newmarket.ca or call 905-895-5193, ext. 2002

PREPARING FOR DINNER GUESTS



STAFF PHOTO/JIM MASON

Larry Simpson (from left) and Justin Kerswill of the Stouffville Igoma Partnership shine up the organization's new Main Street sign as Mayor Wayne Emmerson and Councillor Clyde Smith, a member of the SIP board, look on. They're preparing for SIP's seventh annual fundraising dinner and auction Oct. 21 at EastRidge Evangelical Missionary Church. The partnership provides aid for Igoma, a community in the African nation of Tanzania. Tickets are \$60 from uniqueideas2009@gmail.com or by calling 416-346-5133. For more information, go to www.sipartnership.org

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