



The Prince of Wales's Campaign for Wool comes to Canada

First Annual Wool Week Partners with Joe Fresh, Pink Tartan and Holt Renfrew to host inaugural events

September 17, 2014 TORONTO – The Prince of Wales's Campaign for Wool will introduce the first Canadian Wool Week from September 29 – October 4, in Toronto. Wool Week is supported by founding Canadian retail partners Holt Renfrew, Joe Fresh and Pink Tartan.

The Campaign for Wool is a global endeavour initiated by The Prince of Wales to raise awareness among consumers about the unique, natural and sustainable benefits offered by wool. The Campaign runs in 12 different countries including France, Australia, Japan the United States and, as of this year, Canada.

“The Prince of Wales kicked off The Campaign for Wool in Nova Scotia during May's Royal Tour and we are thrilled to follow-up with the launch of the first Canadian Wool Week in Toronto,” says Matthew Rowe, Manager of Operations & Partnerships for Prince's Charities Canada. “With His Royal Highness' support, The Campaign has grown into a global success story which helps farmers by educating consumers from New York to Tokyo about the wonders of wool”.

The purpose of the campaign is to encourage collaboration between an international community of woolgrowers, major fashion designers, retailers, manufacturers, artisans and interior designers. Bringing a fashion focus to the campaign has resulted in awareness of the product not only as a sustainable fabric, but also has reconnected consumers with its many uses – from luxurious fine merino knitwear to fire-retardant insulation for the home.

With fashion an integral part of the campaign, Kim Newport-Mimran president and designer of the Canadian label Pink Tartan, will serve as Chairperson for Canadian Wool Week and will host the final reception at the design house's flagship store in Yorkville. “Wool is such an incredibly versatile and

important product. From fashion to home décor, the design applications of wool are numerous. Our industry needs to do whatever it can to support the farmers and weavers to ensure the sustainability of wool production. Wool Week is a terrific start.”

Campaign activities will celebrate wool in all its forms. Wool week kicks off September 29th with a Holt Renfrew-sponsored Breakfast at The Spoke Club for media and invited guests. Joe Fresh in support of The Campaign for Wool will be hosting an interactive children’s event on the morning of October 1st at their Queen and Portland store. Other events during the week include:

- Pink Tartan-hosted cocktail reception – October 1 (6-8pm, Yorkville)
- Public Knitting Club event – October 4 (12-4pm, Regent Park Daniels Spectrum Lobby)

Since its launch in 2010, The Campaign for Wool has created new demand for wool on an international scale. Campaign efforts have resulted an outstanding threefold increase in the price farmers receive for their wool.

For more information please visit: <http://www.campaignforwool.org>

About Prince’s Charities Canada

Prince’s Charities Canada (PCC) is the official Canadian charitable office for His Royal Highness The Prince of Wales.

Guided by The Prince’s lifetime of charitable work in Canada, the United Kingdom and around the world, PCC supports and develops initiatives focused on The Prince of Wales’s own core interests. These include education and young people, responsible business, the built environment and global sustainability.

With an entrepreneurial focus, PCC seeks opportunities to advance The Prince’s vision in the most effective ways possible. We work with existing charitable organizations in Canada and throughout The Prince’s global network to maximize our impact. Our initiatives range from supporting military entrepreneurs and engaging business leaders on youth employment to promoting aboriginal art and language.

In his first-ever Canadian television interview filmed just ahead of the 2014 Royal Tour, The Prince told George Stroumboulopoulos that “There’s an enormous amount that needs doing; masses of people that need help, encouragement – and I’m just one of those people who minds; and so, when thing aren’t happening somewhere; I want to do something about it.

With partners in government, the non-profit and private sectors, we are collectively driven to make The Prince's goal of "transforming lives and building sustainable communities" a reality from coast to coast to coast.

<http://www.princescharities.ca>

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