



Media Alert & Photo Opportunity

For Immediate Release

Metalsmiths
accessories

Contact: Sandra Danco, Executive Director, WIN House
Telephone: 780-471-6709 ext.227
E-mail: ewsed@telusplanet.net
Web site: www.winhouse.org

Contact: Peter K.
Telephone: 780-454-0736
E-mail: info@metalsmiths.ca
Web site: www.metalsmiths.ca

Metalsmiths Creates Shield of Hope Pin in Support of WIN House

Edmonton, Alberta, December 8, 2008 – Metalsmiths Accessories has designed the Shield of Hope pin in support of women's shelters across Canada.



“Mother and daughter stand in front of a bright and hopeful sun. Protected by the arc that symbolizes the shield of shelters like WIN house, they regain a sense of self worth, that they too are as precious as gemstones.” -Peter K., lead designer

Metalsmiths is proud to introduce this initiative to help women in crisis at Women's Shelters across Canada. “We chose to support women's shelters because the majority of their employees and customers are women” says Peter K. “and we want to show them that there are people out there that value them and want to help.”

The pins, which retail for \$32.00, are solid sterling silver and hand enameled with cubic zirconium gemstones. The first 1000 have been produced and are now available at Metalsmiths stores well as on the website (www.metalsmiths.ca). The goal is to sell 10,000 pins with 100% of proceeds going towards shelters across Canada.

In Edmonton, 100% of the proceeds will be given to WIN House. WIN House will use the proceeds to purchase the New Beginning start-up kit for women after their shelter stay. The purchase of two pins will provide a New Beginning Start-up Kit: pots and pans set, toaster, kettle, small kitchen utensils, and dishcloths and tea towels. These items will help women and children establish a home free from abuse.

Date: Shield of Hope Pins will go on sale: December 5, 2008

Where: Metalsmiths stores across Canada

To view the pin, or an interview with the creators of the Shield of Hope pin, contact (see contact information above). For more information on WIN House, or an interview with the Executive Director, contact Sandra Danco (see contact information above).