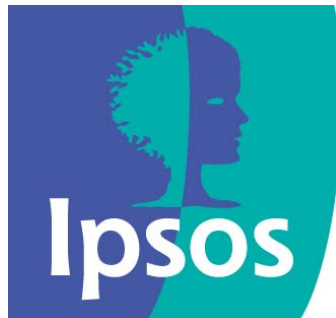


# Ipsos Lends a Helping Hand to Vancouver Charities

## *Ipsos in Vancouver Fundraises \$17,000 for Those in Need*

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## **Ipsos Lends a Helping Hand to Vancouver Charities**

### ***Ipsos in Vancouver Fundraises \$17,000 for Those in Need***

**Vancouver, BC** – While the holiday season is a long ways away, Ipsos employees have not lost the giving spirit. Ipsos staff are taking the time to remember those with issues that often go overlooked, continuing the company's tradition of giving and supporting local charities. Each year, through a series of fun events within the office, including a Spring Flower Sale, Chili Cook Off, and Valentine's Day Candy Grams, among others, Ipsos employees raise money for four charities of their choosing. The biggest fundraiser is the Silent Auction, during which staff donate items to bid on, from a morning coffee delivery service, to a snowshoe excursion with private lessons and lunch. Through this series of creative fundraising efforts, the Vancouver office managed to raise \$17,000 for a group of four locally-minded charities.

"Our employees are proud to be a part of a company making a difference in the community," says Dave Pierzchala, Senior Vice President & Managing Director for Ipsos Reid West, and spokesperson for the Vancouver office. "Giving back has always been an integral part of the culture at Ipsos and we are very happy to continue that tradition moving forward. Our fundraisers are a chance for us to come together as a company and participate in fun, team building activities, while supporting some very worthy causes."



The four organizations chosen by Ipsos staff for 2012-2013 are Covenant House Vancouver, Women Against Violence Against Women, BC Children's Hospital Foundation and BC SPCA. Each charity represents a cross-section of province-wide and local initiatives with a mandate centered on healthy individuals and communities.

- **Covenant House Vancouver** is a service for young people who have either fled physical, emotional and/or sexual abuse or those who have been forced from their homes.
- **WAWAW - Women Against Violence Against Women** works to end all forms of violence against women and provides women who have experienced sexualized violence with support and healing.
- **BC Children's Hospital Foundation** works with children, families, caregivers and hundreds of thousands of British Columbians to raise funds to support BC Children's Hospital, Sunny Hill Health Centre for Children and the Child & Family Research Institute.
- **BC SPCA** is a not-for-profit organization dedicated to protecting and enhancing the quality of life for domestic, farm and wild animals in British Columbia.

Fundraising is organized through the Ipsos Charity Trust, a charitable initiative set up by Ipsos in Canada to contribute to worthwhile causes in local communities. This year-round fundraising program is supported by the company and volunteers from various departments in each office across the country.

**For more information on this news release, please contact:**

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