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**FOR IMMEDIATE RELEASE**

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**CAWIC ANNOUNCEMENT**

The Canadian Association of Women in Construction (CAWIC), whose mission is to facilitate the success of women in the Canadian construction industry, is excited to make the following announcements:

**Increased Member Benefits:**

CAWIC is pleased to announce the following valuable benefits secured or created to enhance the success of our members in the industry, and CAWIC will continue its efforts to secure additional member benefits throughout the coming years:

A. **HOLIDAY INN TORONTO AIRPORT EAST ACCOMMODATION**

CAWIC has finalized arrangements with Holiday Inn Toronto Airport East to secure a preferred corporate rate for CAWIC members through 2012. CAWIC have also secured a preferred rate under the Westmount Hospitality Group VIP program which will provide discounted rates to other participating hotels under this program. Details can be found by clicking the members only tab at [www.cawic.ca](http://www.cawic.ca).

B. **MOXIE TRADES**

CAWIC is pleased to announce a new partnership with Moxie Trades who has communicated CAWIC's messaging with the latest product launch of their new Winter Work Boot - insulated to -40C, waterproof and metal free. This work boot dons a CAWIC hang tag that we are confident will help spread the word about CAWIC across Canada. All future safety footwear productions of Moxie Trades will continue to promote CAWIC's core values of leadership, mentorship, membership and partnership.

In addition to the spreading the CAWIC message, Moxie Trades will provide ALL CAWIC members with a 20% discount for regular priced online purchases. Our members are encouraged to order their work wear through Moxie Trades at [www.moxietrades.com](http://www.moxietrades.com).

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C. CAWIC CAREER CENTRE

CAWIC has launched its online self-service Career Centre, where individual CAWIC members may post their resumes and view and respond to posted positions within the Canadian construction industry. Non-members, both corporate and individuals, may post positions for a fixed low fee. All postings are available for public viewing. Go to [www.cawic.ca](http://www.cawic.ca) and click on the Career Centre tab on the menu.

D. MENTORSHIP PROGRAM

CAWIC has launched its Mentorship Program. CAWIC is committed to assisting its members to succeed in the Canadian construction industry by facilitating connections with peer members. Go to [www.cawic.ca](http://www.cawic.ca) and click on the Mentorship tab on the menu.

E. NEW CAWIC ADMINISTRATOR

CAWIC now has a full time Administrator! The Administrator's role is to act as first contact for the public and to assist with the daily operations of CAWIC, supporting our various initiatives and can be reached at [info@cawic.ca](mailto:info@cawic.ca) or by telephone at 416-759-1991.

F. CAWIC LIVE ON SOCIAL MEDIA

CAWIC has joined the social media phenomenon! CAWIC is now live on Twitter, Facebook, Google and LinkedIn, and has a dedicated social media subcommittee to better serve our members and supporters in the individual's most convenient forum.

G. CAWIC GIVES BACK

In 2011, CAWIC participated as a group in the Habitat for Humanity Women's Build and were proud to raise over \$23,000 for the cause. CAWIC looks forward to the 2012 event and encourages all members to join us in rolling up our sleeves and raising our hammers for needy families. In addition, the CAWIC annual Holiday Event for 2011 was held at FoodShare, and was a tremendous success, both in attendance and support. Through funds raised during the evening's silent auction, CAWIC is pleased to be able to present FoodShare with a donation of \$1,825.

For further information on CAWIC and its activities, please visit our website - [www.cawic.ca](http://www.cawic.ca)