

## **STORMTECH Donates \$170,000 in Apparel to Wildfire Victims in Northwest Territories**

In partnership with WINS

**September 6, 2023** (Vancouver, BC) - STORMTECH Performance Apparel has committed to donate \$170,000 worth of apparel to those affected by the wildfires in Northwest Territories.

Stormtech has stepped up to support the victims of the devastating wildfires that have affected communities in the Northwest Territories. The company is proud to announce a substantial donation of apparel valued at \$170,000, aimed at providing much-needed relief to those affected by the disaster.

"As a company deeply rooted in our community, we feel a strong responsibility to support those in need during times of crisis," said Blake Annable, President and CEO of STORMTECH Performance Apparel.

"The wildfire situation in the Northwest Territories has brought about immense hardships for the affected individuals and families. We hope to provide some comfort and relief to those who have been impacted."

"We believe in the strength of community and the power of solidarity," said Karen Ramchuk, President and CEO, WINS. "By joining forces, we are striving to create a collective impact that will resonate far beyond these trying circumstances. Together, everyone wins."

The contribution was facilitated by WINS and will directly impact those in need. As part of Stormtech's 1:1 Initiative, this donation is a continuation of the company's pledge to create a positive impact in communities.

**ABOUT STORMTECH** For 45 years, STORMTECH has been meticulously designing and supplying quality outdoor apparel and accessories to companies throughout the globe. With design excellence, innovative fabric technologies and sustainable sourcing practices at its core, STORMTECH has been the brand of choice for premium outdoor apparel and bags in the B2B space. Beyond product, Stormtech also donates 1% of global sales to charitable initiatives focused on outdoor exploration and environmental stewardship. For more information, please visit: [www.stormtechperformance.com](http://www.stormtechperformance.com).

**ABOUT WINS** Since 1992, Women in Need Society (WINS) has been committed to helping people in need in Calgary through our community programs and services that provide basic needs, emotional support, and vital resources. These enable individuals to build resiliency that inspires them and their families to thrive. We are able to do this through generous donations and revenues generated through our Thrift Stores, the More Store, and Twice New.

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