

R.J. McCarthy announces major support for Covenant House

Leading school uniform provider to provide support for Canada's largest youth homeless shelter

Toronto, ON (December 16, 2009) – R.J. McCarthy (RJM) is proud to announce a significant initiative to provide Covenant House – Canada's largest youth homeless shelter – with support through their Street Kids Christmas Gift Book.

www.covenanthouse.ca/giftbook RJM's support begins just in time for the holiday season when the need for help and hope is the highest.

As well as providing the opportunity for its employees to support Covenant House, RJM will be providing a direct link from its website to the Covenant House Street Kids Christmas Gift Book page, a place where donations are transformed into help in the form of much needed services, provisions and counseling.

“This is a great charity,” said John Kelleher, President and CEO. “Covenant House is doing so much to make this city, this country a better place for those who are less fortunate and I'm happy just to be a small part of it.”

RJM's mission is to create the world's highest quality school uniforms in a socially responsible way and their 4-part social responsibility framework ensures that every decision made at every level has this mission at its core.

“We greatly appreciate the support that R.J. McCarthy is lending this holiday season,” said Covenant House Executive Director Ruth daCosta. “By helping us promote awareness and generate support, companies like R.J. McCarthy play an important part in allowing us to continue to care for the thousands of homeless kids who come to our doors.”

RJM has also donated over 240 hooded sweatshirts, 100 baseball caps and 30 backpacks to the youth shelter.

About McCarthy's. Established in 1956 by Robert J. McCarthy, McCarthy's is Canada's leading retailer of School uniforms. McCarthy's has a network of 15 stores across Canada, a large base of loyal customers, and serves the uniform needs of thousands of students and families across the country. Over its proud 53-year history, McCarthy's has earned a reputation for offering its school partners and customers the widest selection of high quality school uniforms along with the most convenient shopping options. McCarthy's is committed to ensuring that – in addition to unsurpassed quality – corporate social responsibility and sustainability become the new foundation of its exciting new mission and strategy. For more information please see www.rjmccarthy.com.

About Covenant House. Covenant House helps 4,000 youth annually. More than just a place to stay, the shelter provides 24/7 crisis care and has the widest range of services under one roof, including education, counselling, health care and employment assistance. For more, visit www.covenanthouse.ca