



MEDIA INVITE

R.B. Russell Vocational High School “Make Nice Happen” event this week

Dec. 12, 2016 (Winnipeg, MB) – Winnipeg School Division is pleased to invite Winnipeg media to R. B. Russell Vocational High School on **Thursday, Dec. 15** to see first hand the excitement and joy as students are treated to a pop-up shop experience. Thanks to the generosity of Think Shift, a local advertising agency and corporate culture consultancy, students from R. B. Russell and neighbouring David Livingstone will get to enjoy giving this holiday season.

Students who attend the vocational high school and day care will have the ability to shop for free holiday gifts for their loved ones on Thursday, December 15.

“Make Nice Happen is our way to give back to the community that provides so much for our employees and our clients,” said Michelle Braun, co-organizer and Graphic Designer at Think Shift. “Our goal is to make this year’s event our most successful yet.”

Students will be able to choose among donations of new or like-new items including toys, outerwear (coats, mittens, hats); housewares; clothing; and other giftable items. “Giving a gift to a loved one is something all youth should have the ability to experience,” said Jay Holdnick, co-organizer and Think Shift’s Vice President of Account Services. “Every single contribution will make a real difference in the lives of underprivileged youth right here in Winnipeg.”

“We told our students a couple of weeks ago that this event was happening,” said Lisa Fraser, Make Nice Happen committee member and R. B. Russell teacher. “Being able to give a gift to a parent or sibling is an amazing feeling that many of our students will be experiencing for the first time.”

WHEN:

Thursday, Dec. 15 10:00 to 11:00 a.m. (students involved at this time will have media releases)

WHERE:

R.B. Russell Vocation High School, 364 Dufferin Ave.

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Contact information:

Lisa Fraser
R. B. Russell Vocational High School
Phone: (204) 589-5301
lfraser@wsd1.org

Radean Carter, Public Relations Services
Winnipeg School Division
Phone: (204) 789-0412
rcarter@wsd1.org