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Local not-for-profit celebrates International Women's Day with launch of photo campaign, #mywishforher

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For immediate release - Local not-for-profit, Women's Integration Network Inc. (WIN), continues to grow while encouraging residents of Ottawa to think big with the launch of their new photo campaign, #mywishforher. The campaign launch also serves to mark International Women's Day and celebrate this year's theme: inspiring change.

The campaign seeks to use social media for good and to inspire change, calling on people to tweet photos of their deepest wishes, desires, and hopes for the vulnerable women in their life to @win_women using the hashtag #mywishforher.

WIN challenges Ottawa residents to think of the people in their life, recognizing that we all know women. The women in our lives come from all walks of life – representing a wide variety of backgrounds and experiences. Yet, we all know a woman who feels vulnerable – a woman that is struggling to connect with her own power and sense of self. It is these women that the organization challenges participants to think about.

What desires, wishes, and hopes do you hold for her?
What do you wish for her to experience?

Represent those desires, wishes, and hopes in photographic form, sending it to the organization.

The organization plans to use the photos for an awareness campaign, building a public photo display on the web and in their office space.

Celebrated internationally since 1911, International Women's Day strives to both celebrate social, political, and economic achievements of women world-wide and to give focus to the areas that still require action. Each year participants from around the world are encouraged to celebrate according to a theme. 2014 marks the year of *inspiring change*.

Those that do not have Twitter and wish to contribute to the campaign, are encouraged to email their photos to info@womensintegrationnetwork.org. To keep track of the campaign, follow the organization on Facebook (www.facebook.com/womensintegrationnetwork), on Twitter (@win_women), or online (www.winwomen.ca).

Women's Integration Network Inc. is a collaborative community initiative currently based in Ottawa, Ontario. Gathering together experts in the fields of social work, therapy, research, and project management, they are developing programs and initiating research to promote awareness of the challenges faced by vulnerable women in Canada.