

I am Betty.

What is "I Am BETTY"?

I Am BETTY is an awareness campaign in support of BETTY House (*A Better Environment to Transition in Yellowknife*), a shelter for women and women with children at risk of becoming homeless in the North. The fundraising for BETTY House is driven by the Yellowknife Homelessness Coalition (YHC) and the shelter will be run by YWCA Yellowknife once constructed.

The campaign is based on the idea that everyone, for one reason or another, supports BETTY House. I will be uplifting and positive and generate much excitement across the NWT. **BETTY House is not just for Yellowknife, it's for the North.**

With the support of **BHP Billiton EKATI Diamond Mine**, an intensive 6-week advertising campaign will begin in early 2012. There will be online, print, and radio ads. At the end of the campaign, a limited-edition book of profiles will be released with all funds raised going to BETTY House along side an album featuring some of the North's remarkable talent.

How can I help?

- **Be profiled for the campaign.** This involves a portrait session (10 - 15 minutes) and writing a short paragraph on why **you** support BETTY House.
- **Help get the word out.** Share the news on your Twitter account or Facebook page, post posters around your community or just spread the word with your family and friends.
- **Donate to the Yellowknife Homelessness Coalition (YHC).** Every dollar you donate brings us that much closer to making BETTY House a reality! Donations over \$20 are tax deductible through the YHC.

Building BETTY House will take the support of everyone in the Northwest Territories. With your support, we can make this game-changing project possible!

To volunteer or for more information please contact:

Alexander Legaree
contact@iambetty.ca
www.IAmBETTY.ca

Follow "I Am BETTY" on Twitter: <http://www.twitter.com/iambettynt>

Like "I Am BETTY" on Facebook: <http://www.facebook.com/iambettynt>