



MARCH 7, 2014

FOR IMMEDIATE RELEASE

G Day Vancouver announces international charity partnership

Vancouver, BC, Canada - Lunapads is thrilled to announce that [imagine1day](#) has been selected as [G Day Vancouver](#)'s Charity Partner, with partial proceeds from the **April 28th** event to benefit education for girls in Ethiopia.

imagine1day is a Vancouver-based registered charity that has been building schools and transforming the quality of education delivery in Ethiopia since 2007, with a goal for all Ethiopians to have access to quality education funded free of foreign aid by 2030.

The partnership has an inspiring backstory. Since 2009, G Day Presenting Sponsor Lunapads has been donating personal hygiene supplies to female students at imagine1day's schools. In a country where girls' school attendance can be compromised by a lack of undergarments and sanitary supplies, Lunapads' contribution to imagine1day's girls in Ethiopia has been life-changing.

G Day founder and Lunapads co-founder **Madeleine Shaw** explains: *"We wanted to add a developing world perspective to G Day Vancouver to show the participants what it's like for girls their age living in another part of the world under very different conditions, and build a sense of global sisterhood. We love that imagine1day is Vancouver-based, and is working directly with girls in Ethiopia whose stories can be shared as part of G Day."*

\$10 from every regular-priced ticket will be donated to imagine1day, with proceeds going to support a project specific to girls education.

imagine1day Executive Director **Sapna Dayal** will join the list of G Day Vancouver speakers, bringing a global perspective on what life is like for Ethiopian girls, as well as leading the attendees in creating a communication gift to be presented to girls in Ethiopia during her next visit there in October 2014. *"G Day is an inspiring act of global Sisterhood and imagine1day is honoured to take part in this year's inaugural celebration. I'm excited to help create an understanding of our shared human experiences through the stories of incredible girls I've come to know in Ethiopia."*

Media Contact:

Sandra Garcia, Conscious Public Relations Inc.
sandra@consciouspr.com or 1-604-721-0030

Event Information:

gday@gdayforgirls.com or www.gdayforgirls.com