



## PRESS RELEASE

## **A heartfelt activity for Valentine's Day 100 chock-full handbags for disadvantaged women**

**Montreal, February 2, 2017** – The LRMM au féminin team found a very original way of “paying it forward” by organizing a volunteer activity that provides a little comfort to disadvantaged women on Valentine's Day.

The goal set by the group is to collect 100 handbags, fill them with personal hygiene products and cosmetics, and donate them to Chez Doris. This charitable organization provides a day shelter and services seven days a week to disadvantaged women, many of whom are homeless.

“When Chez Doris announced our activity to the women who are staying there, word quickly got around and the concept sparked lots of enthusiasm”, says Antonietta Melchiorre, head of the LRMM au féminin committee. “Several women are waiting for us to distribute the bags and we are delighted to be able to bring them a little joy on a day when they often have a heavy heart. It will be a special holiday for a few moments.”

“We were ecstatic when the LRMM au féminin team reached out to us for this volunteer project. To receive a gift on this day gives Valentine's Day true meaning, especially when you are dealing with social isolation. We can't wait to share this moment with our ladies!”, mentions Joëlle Michaud, Volunteer Coordinator at Chez Doris.

### **About LRMM au féminin**

LRMM au féminin was founded in 2013 by lawyers and other professionals to increase the visibility of women in influential circles and to act as a catalyst to create business opportunities among women. It also aims to contribute to the advancement of women and support organizations dedicated to this goal.

LRMM au féminin is the strength behind a network comprised of businesswomen, professionals and clients of the firm.

### **About Lapointe Rosenstein Marchand Melançon**

Lapointe Rosenstein Marchand Melançon is one of the largest independent law firms in Quebec, with nearly 90 professionals, and offers a complete range of legal services in business law, civil and commercial litigation as well as insurance law.

Through its association with TerraLex<sup>®</sup>, an international organization connecting attorneys in over 100 countries, the firm has access to a worldwide network of legal and commercial advisors in numerous fields of practice.

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