

The Bay, Swarovski Canada and Candlelighters Canada celebrate the Holidays with an exclusive North American event!

For Immediate Release

November 7th 2001/Toronto, Ontario: Exclusive to the Bay, Swarovski showcases a collection of eight magical crystal gowns in celebration of the Christmas season. View the collection at the Bay in the Yonge Street windows. For the first time in North America Canadians will be able to view the luminous costumes, hand woven with 180,000 Swarovski crystal stones and set against a background of shimmering crystal rain.

On November 14th the Bay and Swarovski celebrate the holidays with special guests the Toronto [Children's](#) Choir. At 5 PM a short presentation from one of the Bay's top executives, Marilyn White of Swarovski Canada and Betty Ferreira, CEO of Candlelighters Canada will kick off the event.

Take a journey through 25 Years of artistry and technological innovations in a Retrospective look at Swarovski Crystal designs. Visit the Bay Queen Street's, Swarovski shop from November 14th to December 24th, 2001. The exhibit features eight showcases dedicated to; The Early Years; Innovations; Waterworld; Tree of Life; Mother Earth; and White Christmas.

The Bay and Swarovski have teamed up with Fashion Designer Lida Baday, to create a one of a kind crystal sweater for the Bay's Charity Bear Sparkles to be auctioned off during the holidays. The silent auction will be held from November 14th to December 24th with proceeds being donated to the Childhood Cancer [Foundation - Candlelighters](#) Canada. Sparkles, the Bay's charity bear sells for \$9.99 at Bay stores across Canada. \$5.00 from every sale is donated to Candlelighters Canada. Last year the Bay donated [\\$892, 000](#) from the sale of Sparkles. Candlelighters, is a national organization assisting families with children with cancer as they cope with the unique impact of the illness and its treatments. Candlelighters, is a partner in the Bay's Well Into The Future program that supports Canadians living with cancer.

Swarovski Canada will donate ten dollars from every purchase of a Swarovski crystal bear (seven bears in the collection) to the Bay's Well Into the Future program, available beginning November 14 to December 24, 2001.

A division of the Hudson Bay Company, The Bay operates 101 Bay stores, 2 Home Stores and 6 Home Outfitters in communities' coast to coast. Further information on the company can be found at www.thebay.com

###

For further information: Alison Ruprecht, National Special Events, the Bay, 416-861-4421 or alison.ruprecht@hbc.com.

Marilyn White, Vice President, Swarovski Canada, 416-492-8067 or marilyn.white@swarovski.com