



**FOR IMMEDIATE RELEASE**

***Sheen for She* is sending 2000 love boxes to at-risk female populations for covid-19 relief response**

***Customized Love Boxes address growing self-care, mental health, and wellbeing issues.***

Toronto, ON, September 11, 2020 – The *Sheen for She* Foundation launched the Love Box Project in May 2020 for women in Toronto’s shelters and low-income households facing exceptional circumstances due to poor socioeconomic status, which is stifling their mental health. Customized Loves Boxes deliver essential-need/self-care items to address their well-being, safety, and personal-care needs. **Over 500 Love Boxes were already delivered in 2 months** – each valued at \$60. Responding to increased requests, *Sheen for She* has a new goal of delivering 2000 Love Boxes by December 2020.

Love Boxes are distributed to individual women living below the poverty line and women’s shelters across the GTA such as, Ernestine’s Women’s Shelter, Juliette’s Place, St. Stephen’s Community House, Salvation Army’s Evangeline Shelter, Elizabeth Fry, and more.

Each Love Box contains valuable items including food (enough to cover 2 meals and some snacks), hygiene products, make-up/skin-care goods, self-care tools, a letter of encouragement, and a *Sheen for She* t-shirt. Expensive grooming services exclude lower to middle class women from accessing the benefits of self-care. Exclusively preventing them from progressing in their professional and personal lives. This self-care campaign is a powerful expression to persuade women that they deserve attention, self-nurturance and living life beyond just existing.

**About *Sheen for She* Foundation**

The *Sheen for She* Foundation has a mission to address and prevent physical and mental health issues faced by women dealing with socioeconomic crisis due to violence, homelessness and drug addiction. The Canadian non-profit does so by providing medical esthetics, self-defence/fitness training, self-care workshops for professional and personal grooming, and group support programs. *Sheen for She* believes that self-care not only affects the way that other people view us, but also affects the way we see ourselves, which is why it is a basic human right that should be made accessible to all women - regardless of their class and financial status.

The only organization of its kind, *Sheen for She* defeats these barriers, by offering these out of reach self-care services for free. *Sheen for She* has also been featured in City News (view coverage: [shorturl.at/iAFJS](http://shorturl.at/iAFJS)). For more information: [sheenforshefoundation.com](http://sheenforshefoundation.com)

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