

## INTRODUCING WEM CARES

For 35 years West Edmonton Mall has been proud to partner with many organizations and causes in our community. From providing venue spaces to charitable events at no cost, to welcoming dozens of Make-A-Wish families every year, we're grateful to have been able to support these organizations and families.

In May of 2016, all Albertans were affected by the devastating Fort McMurray fires. We were honoured to be able to open our doors to everyone who was affected, their friends, their families, and the emergency response personnel who kept them safe. We were humbled by the gratitude we received from the people we were able to give some comfort to on one of the hardest days we have faced as a community. This event led us to the creation of a new brand, under which we will find new ways to help those around us: **WEM Cares**.

Today, we are launching WEM Cares as a way to reinforce our commitment to supporting our communities, but we can't do it alone. We want to hear from you – what types of charities would you like to see us support? What community events would you like to see at West Edmonton Mall? Reach out to us on social media, or at [wemcares@wem.ca](mailto:wemcares@wem.ca) to help us build a stronger community together.

Thank you, Edmonton, for your continued support over the last 35 years. Here's to a stronger 2017, together.



**WEM***cares*

WEST EDMONTON MALL