



**WOMEN
IN CAPITAL
MARKETS**

FOR IMMEDIATE RELEASE

WCM Announces Membership Recruitment Campaign

(Toronto, ON, February 22, 2010) — Women in Capital Markets (WCM), Canada's leading association for the advancement of women in capital markets, is pleased to announce the details of its 2010 membership recruitment campaign.

WCM Members can encourage others to take advantage of the many opportunities that can be enjoyed as a member of WCM during our **Member Recruitment Campaign**, which runs from February 22, 2010 to May 1, 2010. WCM members who recruit new members become eligible for one of our fabulous prizes:

- Recruit **6 or more** new members and be eligible for one \$1,000 Andrew's Gift Certificate! www.andrewsco.com
- Recruit **at least 3** new members and be eligible for one \$500 Calvin Klein Gift Certificate!
- Recruit **at least 1** new member and be eligible for one of the many certificates, ranging in value of \$50 - \$100, for a variety of items including spa treatments and restaurants in the GTA!

"Without the support of our sponsors and champions, we would not be able to offer these great member benefits," says Michelle Heaphy, Director of Member Recruitment. "We are thrilled with the support of all of our sponsors, especially Andrew's and Calvin Klein and very appreciative that they have made available these great prizes to our members."

New members can visit the WCM website (www.wcm.ca) to learn more about how they can become a member. Not only do they benefit from being a part of this dynamic organization – our members benefit through their continued support of the association and become -- eligible for some great prizes. To be included in the draw, direct the new member to the end of the on-line membership application, where they must complete the "Referred by" field.

The draw for winners will be held on May 6, 2010 at our Annual General Meeting. For more information and updates, please visit www.wcm.ca or call 416-502-3614.

About Women in Capital Markets

Women in Capital Markets (WCM) is a non-profit organization that aims to support and advance female leaders in business, foster accountability for diversity in the industry, and recognize leaders who have contributed significantly to the advancement of women in the capital markets. Through innovative programming, WCM offers its members diverse and creative opportunities for networking, career growth and personal development, and mentoring and coaching of both students and professionals. More information is available at www.wcm.ca.