

MEDIA RELEASE



DRESS FOR SUCCESS®
CENTRAL ALBERTA

MAJOR DONATION FUELS GROWTH FOR DRESS FOR SUCCESS PROGRAMS IN CENTRAL ALBERTA

January 7, 2026 | Red Deer, AB - The Zukiwsky Group with ScotiaMcLeod is proud to announce a \$75,000 donation in support of Dress for Success Central Alberta (DFSCA). This funding, is a matching program supported by volunteer activities across 24 local branches and funds raised at the DFSCA fundraising event Runway: Behind the Velvet Rope.

Held on September 18, 2025, Runway was a Studio 54-inspired celebration of fashion, performance, and purpose. The event raised over \$111,000 and brought together community leaders, sponsors and volunteers for an unforgettable night of immersive glamour and bold generosity.

“The Zukiwsky Group with ScotiaMcLeod are true champions in advancing our mission to empower women,” said Erin Forbes, Executive Director of Dress for Success Central Alberta. “Their hands-on involvement, from branch volunteers to financial support, is helping us expand our reach, strengthen our programs, and create lasting change for women across Central Alberta.”

This donation is enabled through the Scotiabank Team Community Program, an employee engagement program that encourages employees to work together to raise funds in the community for a cause that is important to them and reflects Scotiabank’s broader commitment to enabling economic resilience through ScotiaRISE™. The Zukiwsky Group’s involvement, together with local branch and staff champions, exemplifies the power of local leadership in driving change.

“We believe in building strong relationships and creating meaningful impact,” said Dion Zukiwsky, founder of The Zukiwsky Group. “Supporting Dress for Success aligns with our values and our vision for a more inclusive and empowered community.”

Dress for Success Central Alberta works to empower women in the workforce by providing workplace attire, career services, and skills development programs. The organization provides long-lasting solutions that enable women to break the cycle of poverty and achieve economic mobility. By the end of 2025, they estimate to have grown their programming to serve 700 clients through expanded career services, leadership, and styling program offerings.

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A major DFSCA initiative set to launch in early 2026 is the Career Hub. The Career Hub is a 24/7 client resource platform and online community that will help prepare local women for that first good job, ensure a smooth transition into a new role as well as offer resources and inspiration for leadership and growth in their careers.

As Dress for Success Central Alberta prepares to launch the Career Hub in 2026, this partnership fuels a future where every woman has the tools, confidence, and support to lead and succeed. Together, we're building a stronger, more inclusive Central Alberta—one woman, one job, and one success story at a time.

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About Dress for Success Central Alberta

Dress for Success Central Alberta is a local nonprofit organization dedicated to empowering women to achieve economic independence. We provide professional attire, career development tools, and a supportive network to help women thrive in work and in life. Through our programs and partnerships, we serve women across Central Alberta as they navigate job searches, interviews, and new employment opportunities—building confidence and opening doors to brighter futures.

For more information please contact:

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