

August 4, 2015

Ajax, Ontario

FOR IMMEDIATE RELEASE

CONTACT: *Geoffrey Quinton*, gquinton@wlsmith.com



SAVE the
MOTHERS.org
*Innovative Leadership for
Maternal and Child Health*

W.L. Smith & Associates Children's Fund® to Support Save the Mothers.org

W.L. Smith & Associates Limited, the largest Funeral Stationery manufacturer in Canada, announced today their **W.L. Smith & Associates Children's Fund®**, created to reflect the company's desire to give back to the community in a meaningful way, will be supporting Save the Mothers, *Innovative Leadership for Maternal and Child Health*.

Geoffrey Quinton, CEO of W.L. Smith & Associates Limited, explains why he chose to support Save the Mothers. "The *W.L. Smith & Associates Children's Fund®* was created with an emphasis on helping the most vulnerable of children in need. We have supported initiatives here in Canada since the Fund was created, however when Save the Mothers was brought to us, it was something we felt deserved funding. Save the Mothers trains local leaders in the developing world to reduce maternal mortality within their own countries, because no mother or child should die from preventable causes related to pregnancy and childbirth. A portion of all of our sales are directed to the *W.L. Smith & Associates Children's Fund®* so that we may support children exactly like these. I am confident our valued customer base will agree and extend us their fullest support in this endeavor."

For more information on the specifics of the Children's Fund® please email us at service@wlsmith.com.
For more information on Save the Mothers please visit www.savethemothers.org.

W.L. Smith & Associates Limited is the largest manufacturer of funeral stationery in Canada. They are continually striving to provide products of the highest quality and service second to none. They have been in business since 1948 working closely with today's forward thinking Funeral Professionals for the advancement of Funeral Service everywhere.



**W . L . S M I T H &
A S S O C I A T E S L I M I T E D**