



ROOTS

Media Kit for Roots' Body Positivity Seminar in
Conjuncture with the Launch of its Extended Sizes

Emily Dickson and Emma Kinsman, OLA



Roots Canada Ltd.
1400 Castlefield Ave.
Toronto, Ontario
M6B 4C4

Attention: Lifestyle and Fashion Editors

Toronto - Tuesday, December 3, 2019

MEDIA ADVISORY: Roots and Social Media Influencer Karyn Johnston partner to celebrate body positivity through Inclusivity Seminar

What: A body positivity seminar hosted by Roots, in connection with the addition of extended sizes to Roots' collection. A series of informative workshops will be held by some of Canada's most influential advocates of the body positivity movement.

Why: Roots is offering a seminar session and a series of workshops to demonstrate the need for acceptance of all body shapes within the fashion industry. Roots wants to support women in the fight for inclusivity and body positivity in the fashion industry. It will do so by extending the sizing of its clothing.

Who: Jim Gabel – CEO of Roots
Karyn Johnston – Instagrammer, Plus size blogger

When: Saturday, December 7, 2019
9:30 a.m. Media check-in
10 a.m. – 12 p.m.– Presentation, Speeches and Seminar
1:30 – 3 p.m. – Workshops, Photo opportunities

Sunday, December 8, 2019
9:30 a.m. Media check-in
10 a.m. – 11:30 a.m. Panel with Jim Gabel and Karyn Johnson
12 p.m. – 2 p.m. – Unveiling of collection and photo opportunities

Where: Roots Bloor Street Store
80 Bloor St W
Toronto, ON

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Media Contact:
Emily Dickson and Emma Kinsman, Media Relations Officers
Humber Assignment
WritingLab1@fall2019.ca



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Toronto - Tuesday, December 3, 2019

PHOTO ADVISORY - Roots to partner with influencers for body positive seminar in conjunction with new extended sizes

- What** A body positive seminar hosted by Roots in collaboration with several influencers, most notably instagrammer, blogger, and self-love advocate Karyn Johnson. The seminar comes in conjunction with the launch of their new extended sizes.
- Who** Jim Gabel, CEO of Roots
Karyn Johnson, Blogger, Instagrammer, and self-love advocate
Sophie Gray, Blogger
Kaleigh Trace, Writer and sexual health educator
Nadelle Lewis, Model and creator of a body positivity movement
Louise Green, Author, personal trainer, and founder of Big Fit Girl
- Where** Roots Bloor Street Store
80 Bloor St W
Toronto, ON
M5S 2V1
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12 p.m. – 2 p.m. – Unveiling of new extended sizes collection and photo opportunities

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FOR IMMEDIATE RELEASE

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Body inclusivity promoted within the Canadian fashion scene

Roots brings body positivity advocates together to promote size inclusivity within the fashion industry

TORONTO - Today, Roots announced it will be hosting a two-day body positivity and inclusivity seminar from December 7 to December 8 at its Bloor Street Store in Toronto. Aimed at promoting body inclusivity for plus-sized individuals, Roots hope to set an example to other apparel retail brands to recognize and condemn the consequences of body shaming within the fashion industry.

“One of Roots’ core values is inclusivity,” Says Jim Gabel, Roots CEO. “We realize through past and current collections of our clothing, sizing options were not available for everyone who came to our stores. We can do better. Going forward, we would like to promote a goal to foster a safer and more body-conscious, inclusive fashion market for body diversification.”

Participants of the seminar will attend several presentations from individuals who have had a hand in influencing Toronto’s Body positivity movement. Jim Gabel will offer an inspiring presentation on Roots’ initiative to promote a positive, destigmatized fashion industry on plus size clothing. Media will be invited for exclusive photo opportunities at the event and several workshops will be held by leading influencers of Toronto’s body positivity movement. These workshops will focus on the stigma, the challenges and the emotions a plus-sized person may have to face with the current availability of plus-sized clothing.

More



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“When people are encouraged to think more positively about themselves, they are likely to take better care of themselves,” says Karyn Johnston, a plus-size model and fashion blogger who is recognized as a face of Toronto’s body-positive movement. “When brands start to show body diversification within advertisements and stores, a disconnect begins between what might be featured in a fashion magazine versus what the real world looks like.”

Karyn is but one keynote speaker who will be leading a series of informative body inclusive workshops at this event. Participants are expected to gain valuable insight towards the negative, harmful effects body shaming in the fashion market can do towards societal mental health.

In demonstrating a commitment to encouraging a body inclusive fashion industry, Roots is increasing the sizing of its clothing to include sizes 14 and up. The new line of plus size clothing will replicate Roots’ already existing styles of clothing and will be available around the holiday season.

About: Established in 1973, Roots (TSE: ROOT) is a premium outdoor lifestyle brand who merges the look of city life to the comfort of cabin style. This includes women’s and men’s apparel, leather goods, footwear, and accessories. Starting from selling goods a cabin in Algonquin Park, Canada, Roots is known as a global brand with 123 stores across North America and several more expanding across eastern Europe. To learn more, please visit <https://investors.roots.com/governance/executive-management/>.



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Biographies



Jim Gabel

With more than 25 years of experience in the footwear and apparel industry, Jim Gabel understands the importance of creating a positive and sustainable work environment within the apparel retail industry.

Prior to becoming Chief Executive Officer and President of Roots, Jim served as the president of The Performance Group and as an officer of Wolverine World Wide from 2014 to 2016. Here, Jim spearheaded brands of Saucony, Merrell and Chaco. In years previous, he held executive roles within Adidas Group.

Jim has a Bachelor of Business Administration degree from Wilfrid Laurier University and currently sits on the board of directors for Toys “R” Us Canada and Sporting Life Group.



Karyn Johnston

At the front of Toronto’s new body positivity movement, self-love advocate Karyn Johnston jumped at the opportunity to host a series of workshops in Roots’ body positivity seminar.

A Torontonians in her 30s, Karyn felt out of place in her late teenage years. It was not until the 2000s did she find the confidence to experiment with her looks. In 2010, she became a plus size model, advocating for women who felt once out of place as she did.

Currently, Karyn runs a body positivity blog called *Killer Curves*, writing fashion advice for plus size women and accounts of her modeling experiences. As a site for empowerment, Karyn has allowed individuals of size to consider themselves in a positive light in a place where their voices and concerns are considered to be heard.

December 3, 2019

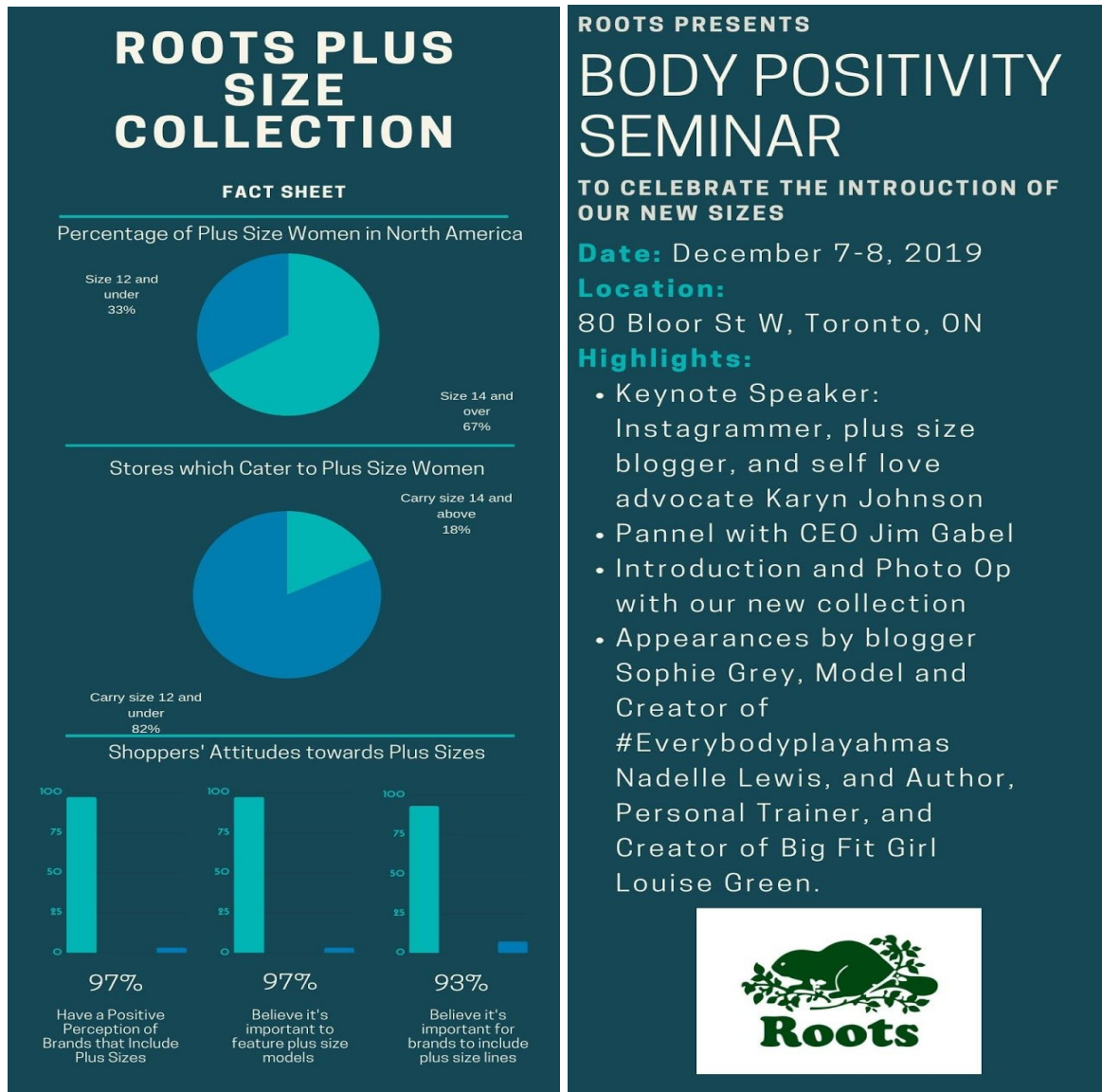
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FACT SHEET



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BACKGROUND

Tuesday, December 3, 2019

Celebrating body positivity through inclusive fashion

History

Established in 1973, Roots is Canada's leading lifestyle brand known around the world for its quality leather goods, active athletic wear, yoga wear, accessories and home furnishings. Starting with a tiny store in Toronto, Roots now has more than 120 retail locations in Canada and the United States, and more than 40 in Asia.

Under the leadership of Co-Founders Michael Budman and Don Green, the Roots style and values are based on quality, integrity and longevity. An iconic Canadian company, Roots embodies a distinctive look synonymous with a casual, athletic, hip and outdoor lifestyle. Appealing to all ages, the broad array of Roots-branded merchandise is known for great design, quality materials, superior comfort and durability.

Modern Women and Fashion

In the last several years, North American women have been vocal about what they expect from the fashion industry and, more often than not, is size inclusivity. Women want to see the same styles and selection in the plus size range as they see in the straight size range. The demand for stylish plus size clothing is massive. In fact, it is a \$21 billion industry. Sixty seven per cent of North American women wear a size 14, with the average woman being a size 16-18. Despite this huge market, there is still hesitation to embrace extended sizing in the fashion industry because male designers continue to hold the belief including plus sizes will be bad for business.

Today

Over the years, many of the Roots styles and products have changed, but some things have not. Roots has been governed by the same core principles since its inception. Roots' values



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are based on a strong commitment to health, wellness, protecting the environment and the respect and appreciation of people. Among its core values has always been an emphasis on inclusivity. Roots recognizes through its past and present collections, Roots has not always included everyone which is why Roots has decided to create clothing for everyone through the introduction of plus sizes.

The Plan

Roots will be releasing new, size inclusive additions to its regular line for sizes 14 and up. The new, permanent collection will offer the same style and selection as its current range in additional sizes up to 5X. New styles can be expected each season. “Roots is designed for those who want to enjoy the moment, embrace the spirit of the open air and express their unique personality and style,” said CEO Jim Gabel “It’s time we include plus size women in this image.” To celebrate the launch of the new plus size range, Roots will be hosting a body positivity seminar in Toronto on December 7 and 8, 2019. The seminar will include informative and interactive workshops with various Canadians who have been influential in the body positivity movement. The keynote speaker is Karyn Johnson, prolific Instagrammer, plus size blogger and self love advocate. Other highlights include a powerful message from Roots CEO Jim Gabel and photo opportunities of the collection.



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Roots CEO Jim Gabel to unveil plus size collection with body positivity seminar

Jim Gabel has announced Roots will be expanding their size range to include plus sizes up to size 5X. The new collection will be debuted at a two-day body positivity seminar to be hosted in Toronto on December 7 and 8, 2019. Gabel has said Roots has long valued inclusivity and it is time for Roots to become inclusive of more of the North American population through a wider range of size availability.

Photography credit: Laura Pedersen

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Photo Source:

[cabin-chic-new-roots-concept-will-customize-your-jacket-and-monogram-your-purse](https://www.cabinchic.com/news/cabin-chic-new-roots-concept-will-customize-your-jacket-and-monogram-your-purse)



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Prominent body-positivity influencer to be keynote speaker at Roots' body positivity seminar in Toronto

Prominent plus size blogger, instagrammer, and self-love advocate will join a long list of successful body positive advocates at Roots' body positivity seminar to be held December 7 and 8 in Toronto. Karyn is a self-described "plus size fashion addict" who followed her passion and entrepreneurial instinct to create Killer Kurves a Canadian plus size fashion blog, resource and online community to celebrate curves, beauty and fashion.

Photography credit: Rosemina Nazarali

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Photo Source:

<https://29secrets.com/pop-culture/daily-whisper/torrid-brings-fast-plus-size-fashion-to-toronto/>

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E Pitch

To: Meghan Collie, Lifestyle National Online Journalist, Global News
<meghan.collie@globalnews.ca>

From: Emily Dickson <writinglab1@fall2019.ca>

Date: Tuesday, December 3, 2019

Subject: Celebrate Body Positivity Through Roots' Inclusivity Seminar

Hello Meghan,

Toronto is facing a growing body positivity movement. Fashion retailers are refusing to acknowledge the consequences of not selling size-inclusive clothing within their stores. Roots wants to promote an inclusive fashion market for everyone. To achieve this, Roots will be hosting a body positivity seminar over two days to destigmatize body shaming within the fashion industry.

The seminar will be held at Roots Bloor Street Store and feature various workshops hosted by several Canadians who have influenced this newfound body positivity movement. Demonstrating a commitment to inclusivity, Roots is extending the sizing of its clothing line to include sizes 14 and up.

I would like to extend an invitation for you to attend the two-day seminar on December 7 and 8. Jim Gabel, Roots CEO, will present about the initiative Roots has taken to promote inclusivity with the new sizing additions. Karyn Johnston will also be one of the featured guests leading a series of lectures and workshops during this seminar.

If you have any questions or would like more information, please feel free to contact me.

Sincerely,

Emily Dickson and Emma Kinsman, Media Relations Officers

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Sources

https://www.roots.com/ca/en/about-us.html?psortb1=category-pos_AboutUs&fdid=test

<https://www.roots.com/on/demandware.static/-/Sites-RootsCA-Library/default/dw9771b439/content/homepage/annual-report/2017/index.html>

[Plus-size shopper attitudes to plus-size clothing offerings](#)

Photo of Jim Gabel

[cabin-chic-new-roots-concept-will-customize-your-jacket-and-monogram-your-purse](#)

Photo of Karyn Johnson

<https://29secrets.com/pop-culture/daily-whisper/torrid-brings-fast-plus-size-fashion-to-toronto/>

<http://www.killerkurves.ca>

https://www.thestar.com/life/health_wellness/2016/05/09/torontos-bodypositive-movement-is-growing.html?fbclid=IwAR0uV85MA4gQjDvonylY-DfsDs5x33UmJ2UIFjnGXVxwgkIV9AW1H8Q0G2Y