

## 2007 demographics

### **Attendees at our annual event represent a wide age range of women.**

Attendees at the annual Titz'n Glitz event represent a wide age range of women.

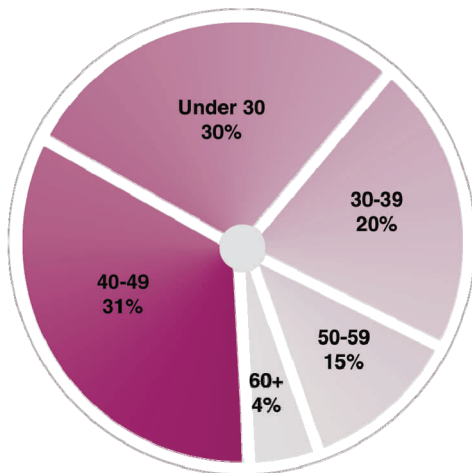
### **Most women who attend the event are employed full-time.**

As women purchase or influence the purchase of 80% of all consumer goods and the majority of those in attendance are employed full-time, the Titz'n Glitz event, presents a unique opportunity for you to showcase your business. Twenty-five percent of attendees work in the health care sector.

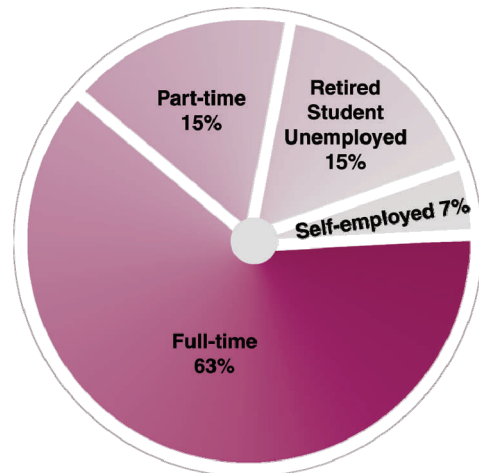
### **There is a mix of first time attendees and repeat visitors.**

Sixty-six percent of the women who attended the 2007 gala were first time Titz'n Glitz goers. The remainder (34%) were repeat attendees. This diverse audience provides your organization with the opportunity to showcase your business to new faces and reinforce your commitment to the cause to past attendees.

**Age Distribution 2007**



**Employment Distribution 2007**



Your support creates an opportunity for you and your employees to participate in your community in a fun and creative way while providing public recognition to your company or community group.

Your money stays in the province of Nova Scotia.