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## NEWS RELEASE

### County Of Prince Edward Partners with Canadian Tire to Promote Physical Activity for Children and Youth

Picton, ON - The County of Prince Edward in conjunction with the Canadian Tire Foundation for Families is pleased to announce that the Canadian Tire JumpStart program is available to support local children who may not be able to participate in sports and recreational programs for financial reasons.

Strong communities include strong kids. We believe all kids should have the chance to run, skate, play and grow. Canadian Tire Jumpstart is a community-based charitable program that helps kids aged 4 to 18 participate in organized sports and recreation such as hockey, dance, soccer and swimming, so they can develop important life skills, self esteem and confidence.

'JumpStart' is a national partnership program of the Canadian Tire Foundation for Families to support participation in physical activity for children and youth. As a community partner, the County is responsible for identifying children in financial need who wish to participate in sports and recreation activities. The priority is to assist children to be active who aren't able to participate in a physical activity without the financial assistance of this program. Through this program, the Canadian Tire Foundation for Families is committed to providing children with the opportunity to participate in sports and recreation. According to the Canadian Tire Company, "The way we see it, the answer to 'Can I Play?' should always be 'Yes.'"

"This is the fourth year the County has partnered with Canadian Tire to put many children into sports programs who would otherwise have missed out," said Mayor Leo P. Finnegan. "I encourage parents who feel their children may qualify to contact our staff and find out more about this worthwhile program.

So far for 2009, there have been 71 registrations funded for children residing in Prince Edward County for activities from swimming, baseball, soccer and ball hockey. The next round of applications will begin in August for Fall and Winter season activities. Money is raised through in-store and national campaigns and funds raised in the County stays within the community. On May 30<sup>th</sup> and 31<sup>st</sup> visit the Picton Canadian Tire Store during National Jumpstart Days as Canadian Tire will contribute \$1.00 from every purchase towards the registration fees for local children to take part in recreation and sport activity.

For inquiries about the program or registration information, please contact:

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