

The Corporation of the
County of Prince Edward



332 Main Street
Picton, Ontario
K0K 2T0
Tel: 613-476-2148
Fax: 613-476-5737

For release: March 25, 2008

NEWS RELEASE

County of Prince Edward Partners with Canadian Tire in JumpStart Program

Picton ON – The County of Prince Edward, in conjunction with the Canadian Tire Foundation for Families, is once again joining with the Canadian Tire JumpStart program for local children who cannot participate in sports and recreational programs for financial reasons.

Canadian Tire JumpStart is a charitable program which provides funding for children in financial need to participate in organized sport and recreation activities. As a community partner, the County is responsible for identifying children in financial need who may benefit from the program. The County, together with Canadian Tire JumpStart, is committed to providing children with the opportunity to develop essential life skills, self-esteem and confidence through sport and recreation. We believe that no child should be denied the life benefits of organized sport and recreation.

Since its inception in 2005, Canadian Tire JumpStart has provided over 100,000 children across Canada with the opportunity to play. Last year, 36 children in the County were provided with the opportunity to get in the game.

Spring program registration for a variety of activities, including Minor Baseball, Minor Soccer and Minor Softball, is on right now (March 22 and 29). The Canadian Tire JumpStart program is available to children and youth 4 to 18 years of age who cannot participate due to financial barriers. Funding available through the program is intended to cover registration fees, although funding may also be available for equipment or transportation. Applications are treated with confidentiality and respect. The funds are accessed by the minor sport group or recreation organization to fund individual registrant applications.

“This program gives choices and opportunities to every child, regardless of their family’s financial position, to be a player in the sport or recreational program of their choice,” said Mayor Leo P. Finnegan. “It was a success last year and we hope even more children participate this year.”

For information on the program or to register please contact:
Wendy Lane, Manager of Recreation and Culture
6 Ross Street Unit 2, Picton
(613) 476-1159
wlane@pecounty.on.ca

-30-

For more information contact Wendy Lane, Manager of Recreation and Culture at 613-476-1159.