



FOR IMMEDIATE RELEASE

CANADIAN TIRE JUMPSTART IN YELLOWKNIFE TO HOLD DUCK RACE FUNDRAISER

Yellowknife, NT 2 August 2011: Combine the chance to have fun with the opportunity to raise money for kids, and you have the first ever duck race sponsored by the Yellowknife chapter of Canadian Tire Jumpstart program. The race will take place on Sunday, August 14th at the Yellowknife River day use area from 1 until 4 p.m.

All proceeds will stay in Yellowknife and support the Yellowknife chapter of the Jumpstart Foundation. Jumpstart funds kids to participate in organized sports and physical activities. Members of the Yellowknife chapter include YWCA Yellowknife, the Sidedoor, the RCMP, the City of Yellowknife, and YK1 public school board.

In the photo attached, Cathie Bolstad from De Beers Canada, Katie Heaphy from First Air and Julie Green from YWCA Yellowknife do a test run of the duck race in a puddle at Canadian Tire.

Ducks are available now at Canadian Tire for \$10 each or 3 for \$20.

There are prizes for the top 10 ducks across the finish line. First prize, courtesy of First Air, is a trip for two to Edmonton. Other prizes provided by Canadian Tire include barbeques, bikes, trampolines and gift certificates.

“This event is going to be a lot of fun while serving the important purpose of raising money for kids who want to be active – but can’t because they don’t have the money for registration and equipment,” says Chris Kondracki, Canadian Tire store manager in Yellowknife. “We appreciate that businesses share our goals by supporting this event,” he added.

De Beers Canada is buying the yellow rubber ducks. “By making sports and other physical activities accessible for everyone, we’re helping youth develop healthy lifestyles,” says Cathie Bolstad, Director of External & Corporate Affairs for De Beers Canada.

The decision to support the event was easy for First Air. “We want to see kids succeed and learn new skills by playing in organized activities,” says Katie Heaphy of First Air.

About Canadian Tire Jumpstart: The Jumpstart program focuses on helping individual children become involved in sports and other activities. One in three families can’t afford to enrol their children in extra-curricular activities because of financial barriers. Kids are missing out. But they don’t have to: Jumpstart is dedicated to removing barriers so all kids have a sporting chance.

For more information on the race, contact Chris Kondracki at 873-2409 ext 109.

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