



Give a Toonie. Share a Dream. fundraiser in support of Special Olympics Canada begins April 21 at Staples stores across Canada

TORONTO, ON, April 18, 2018 – April 21 marks the start of a four-week fundraiser in support of Special Olympics at Staples stores across Canada. The Give a Toonie. Share a Dream. campaign raises funds to help deliver world-class sport programs to people with intellectual disabilities in communities throughout Canada.

From April 21 to May 21, customers can support the cause by making a donation in-store at their local Staples store or online at staples.ca/shareadream. A long-standing national partner of Special Olympics Canada, Staples has been helping the national charity spread its message of acceptance and inclusion throughout communities big and small for 22 years.

“We are proud to be a corporate sponsor of Special Olympics Canada and to play a role in supporting their important programs,” said David Boone, Chief Executive Officer, Staples Canada. “Our associates look forward to getting the campaign started on April 21 to help support the grassroots sport programs and competition opportunities that Special Olympics provides for people with intellectual disabilities.”

Special Olympics athlete Brendon Vriesendorp of Moncton, New Brunswick has been selected as the ambassador for the 2018 campaign. Brendon is a passionate speed skater and has been participating in Special Olympics programs since 2007. He is also a proud Staples associate.

“We are excited to kick-off another Give a Toonie. Share a Dream. campaign,” said Sharon Bollenbach, Chief Executive Officer, Special Olympics Canada. “The donations collected help us provide more sport programs at both the community and competition level. This year, Special Olympics celebrates its 50th anniversary, an incredible milestone for our movement. We are grateful for the past 50 years of inclusion and acceptance as we look to the future and building on that legacy.”

Special Olympics uses the transformative power and joy of sport to reveal the full potential of athletes with intellectual disabilities. This year, the campaign aims to exceed funds raised in 2017, which was over \$650,000.

“Staples Canada has always embraced the spirit of Special Olympics, ensuring more have access to our programs, which are delivered by trained coaches and dedicated volunteers. We are thankful for the company’s years of support and involvement in our movement,” continued Bollenbach.

To learn more about Give a Toonie. Share a Dream. campaign, visit staples.ca/shareadream. Follow and participate in the conversation on social channels by using #ShareADream and following @StaplesCanada and @SpecialOCanada on Twitter and Facebook.

About Special Olympics Canada

Established in 1969, the Canadian chapter of this international movement is dedicated to enriching the lives of Canadians with an intellectual disability through the transformative power and joy of sport. Operating out of sport clubs in 12 provincial and territorial Chapters, this grassroots movement reaches beyond the sphere of sport to empower individuals, change attitudes and build communities. From two-

year-olds to mature adults, more than 45,000 athletes with an intellectual disability are registered in Special Olympics year-round programs across Canada. They are supported by more than 21,000 volunteers, including more than 16,000 trained coaches. For more information, visit www.specialolympics.ca or follow us on Facebook and Twitter @SpecialOCanada.

About Staples Canada/Bureau en Gros

Staples Canada/Bureau en Gros was founded in 1991. The company operates over 300 locations across all Canadian provinces. Through its world-class retail, eCommerce, mobile and delivery capabilities, Staples helps customers shop every day, however and whenever they want. Staples is dedicated to offering customers the latest products and expertise on everything from technology to school supplies, facility, breakroom, as well as business services and print production through [Staples Print & Marketing](#). The company invests in a number of corporate giving programs that support environmental, educational and entrepreneurial initiatives in Canadian communities. Visit www.staples.ca for more information, or visit get social with Staples on [Facebook](#), [Twitter](#) and [Instagram](#).

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