



FOR IMMEDIATE RELEASE

Special Olympics Canada and Staples Celebrate 15th Year of Fundraising Campaign

TORONTO, ON, April 30, 2015 – Special Olympics Canada and Staples Canada are excited to announce this year's *Give a Toonie. Share a Dream.* campaign, running from May 2 to May 24, 2015 in Staples stores across the country. The *Give a Toonie. Share a Dream.* campaign raises funds and awareness for Special Olympics and its programs throughout Canada, which help transform the lives of children, youth and adults with an intellectual disability through the power and joy of sport.

In addition to in-store donations, customers will be able to make an online donation when shopping on Staples.ca/ShareADream. Funds raised throughout the campaign will help to deliver Special Olympics daily sport programs to individuals with intellectual disabilities in communities across Canada.

"We're proud to continue to support Special Olympics Canada. For the past 15 years, raising awareness for this important movement has been a vital part of who we are as a company," said Steve Matyas, president of Staples Canada.

This year's campaign creative features Levi Adam, a 4-year-old participant in the Special Olympics Active Start program. The Active Start program is designed for children between the ages of 2 - 6 and helps to develop gross motor skills through movement and play based activities, while developing new social skills with same aged peers. Levi also has a starring role in a new PSA for Special Olympics and the Active Start program. To learn more about Levi and his family's involvement with Special Olympics, [click here](#).

"Once again, Staples Canada is showing its corporate leadership through its commitment and dedication to the Special Olympics Movement in Canada," said Sharon Bollenbach, CEO of Special Olympics Canada. "We are grateful for Staples many years of support and partnership, notably through the success of the *Give a Toonie. Share a Dream.* campaign which has raised over \$6 million to date, an astounding accomplishment. We look forward to celebrating another successful campaign."

This year's campaign aims to exceed last year's fundraising total of \$630,000 with the goal to help even more Special Olympics athletes across Canada achieve their full potential through the transformative power of sport.

Follow the campaign by using the hashtag #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 38,000 athletes with an intellectual disability are registered in Special Olympics year-round programs across Canada. They are supported by more than 17,000 volunteers, including more than 13,000 trained coaches.

For more information, visit www.specialolympics.ca or follow us on Facebook and Twitter @SpecialOCanada

ABOUT STAPLES

Staples makes it easy to make more happen with more products and more ways to shop. Through its world-class retail, online and delivery capabilities, Staples lets customers shop however and whenever they want, whether it's in-store, online, on mobile devices, or through the company's innovative buy online, pick-up in store option. Staples offers more products than ever, such as technology, facilities and breakroom supplies, furniture, safety supplies, medical supplies, and Copy and Print services. Headquartered outside of Boston in the United States with offices in Toronto, Canada, Staples operates throughout North and South America, Europe, Asia, Australia and New Zealand. More information about Staples (Nasdaq: SPLS) is available at www.staples.com and www.staples.ca.

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