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Special Olympics
Olympiques spéciaux
Canada

Staples Canada helps Special Olympics athletes across Canada achieve their full potential through annual fundraising initiative

Give a Toonie. Share a Dream. Campaign launches May 4, 2013

TORONTO, May 3, 2013 /CNW/ - On Saturday, May 4, 2013, Special Olympics Canada and Staples Canada will officially kick off the annual Give a Toonie. Share a Dream. campaign, a fundraising initiative geared towards helping Special Olympics athletes across Canada achieve their full potential. All 330 plus Staples Canada stores across the country will be participating in this annual fundraising campaign. This year's campaign will run from May 4, 2013 until Saturday, May 26, 2013.

"As the largest corporate supporter of Special Olympics Canada, we know that there are many families and athletes in the communities we live and work that need our support," said Steve Matyas, president of Staples Canada. "Helping to collect much-needed funds and spreading the word about this great organization has become a part of our fabric and company culture."

Staples Canada customers are encouraged to visit their local Staples store to make a donation and share a dream. Proceeds raised will go directly to Special Olympics programs in their communities, helping kids like Oliver, this year's campaign star, be more physically active while developing the confidence and skills to succeed both on and off the field of play.

Oliver is one of many Canadians with an intellectual disability who benefits from the daily programs provided by Special Olympics Canada. In addition to the well-known national and international Special Olympic Games, Special Olympics offers youth programs aimed at improving motor, social and cognitive skills in children and youth, and weekly year-round sport training for all abilities ages 12 and up. These programs provide an opportunity for those with an intellectual disability to socialize and be a part of a greater community.

Last year's Give a Toonie. Share a Dream. campaign surpassed its fundraising goal of \$300,000, raising an incredible \$508,560. This year, Staples Canada and Special Olympics Canada hope to raise a minimum of \$500,000 that will go towards supporting the daily Special Olympics programs offered in communities across the country. Through the public's donations, more athletes like Oliver will be able to experience the transformative power and joy of sport.

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 sport. Operating out of

sport clubs in all Canadian provinces and territories, except Nunavut, this grassroots movement reaches beyond the sphere of sports to empower individuals, change attitudes and build communities. From two-year-olds to mature adults, more than 35,880 children, youth and adults with an intellectual disability are registered in Special Olympics year-round programs across Canada, and they are supported by more than 16,452 volunteers, including more than 12,209 trained coaches.

For more information, visit www.specialolympics.ca or follow us on Facebook and on Twitter ([@SpecialOCanada](https://twitter.com/SpecialOCanada)).

About Staples Canada

Staples, Canada's largest office products company is committed to providing Canadians with a wide choice of office services and products. Serving all types of business - from the small home office to large enterprise - Staples makes it easy for customers to operate their offices efficiently and affordably by offering an extensive selection of office supplies, technology, electronics and office furniture as well as business services, including computer repair and maintenance, and copy and print services. Operating as Bureau en Gros^{MC} in the province of Quebec and Staples Canada in all other provinces, the company employs over 15,000 associates at 330+ stores and at their head office in Richmond Hill, Ontario. Ranked as one of Canada's top ten Canadian companies in Marketing Magazine's Marketing/Leger 2011 Corporate Reputation Survey, Staples/Bureau en Gros is dedicated to offering customers the highest level of service, whether they choose to shop in-store, by catalogue or online. Staples Canada/Bureau en Gros also is invested in a number of corporate giving programs that actively support environmental, educational and entrepreneurial initiatives in Canadian communities from coast to coast. Visit www.staples.ca for more information, or visit us on [Facebook](#) and [Twitter](#).

For further information:

Allison Love

Communications Officer

Special Olympics Canada

T: 416.927.9050 ext. 4312

E: Alove@specialolympics.ca

Alessandra Saccal-Tremblay

Head of Communications, Canada

STAPLES CANADA

T: 416.905.737.1147 ext. 2362

E: alessandra.saccal@staples.ca