

FOR IMMEDIATE RELEASE

***Give a Toonie. Share a Dream.* campaign by Staples and Special Olympics Canada starts today**

TORONTO, ON, May 6, 2017 – Today marks the official start of a joint awareness and fundraising campaign between Staples Canada and Special Olympics Canada to raise more than \$550,000 in support of Special Olympics athletes, ages 2-82.

The in-store fundraiser, *Give a Toonie Share a Dream*, takes place May 6 to 28 at all Staples stores across Canada, and helps support more than 42,000 individuals with an intellectual disability who participate in Special Olympics sport programs across more than 450 communities.

“Our relationship with Special Olympics is one of the longest partnerships in the history of our company,” said Mary Sagat, President of Staples Canada. “The program creates a sense of pride and community spirit within our company and with our customers and vendors as well. We know the value of teamwork, team spirit and physical activity and are delighted to see so many Canadians participate in Special Olympics and sport.”

In addition to in-store donations, customers can help support the cause by making a donation through the Staples website, at www.staples.ca/shareadream.

Now in its 17th year, *Give a Toonie Share a Dream* is an initiative that helps raise awareness and funds to help Special Olympics athletes from ages 2-82 participate in sport programs. The featured athlete for this year’s campaign is 23-year-old Allie Price from Airdrie, Alberta. Allie is an avid Special Olympics participant and, like many Special Olympics athletes, she participates in several different sports, including soccer and golf.

“The longstanding support from Staples Canada has been phenomenal and once again we are thrilled to be celebrating this partnership in the form of the *Give a Toonie Share a Dream* campaign,” said Sharon Bollenbach, CEO, Special Olympics Canada. “Staples Canada embraces the embodiment of our movement, ensuring more athletes are able to experience in the transformative power of sport. Thank you Staples for your years of support and involvement in our Special Olympics family.”

This year’s campaign aims to exceed our 2016 fundraising total of \$550,797 with the goal to help even more Special Olympics athletes achieve their full potential through active participation in sport.

Follow the campaign 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 42,000 athletes with an intellectual disability are registered in Special Olympics year-round programs across Canada. They are supported by more than 20,000 volunteers, including more than 15,000 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 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. Consistently ranked as one of Canada's top ten companies in Marketing Magazine's Marketing/Leger Corporate Reputation Survey, Staples/Bureau en Gros is dedicated to offering customers the highest level of service. 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](#).

- 30 -

For more information, please contact:

Allison Love
Communications Officer
Special Olympics Canada
T: 416.927.9050 ext. 4312
E: Allove@specialolympics.ca

Kathleen Stelmach
Senior Account Manager
Torchia Communications
T: 416.341.9929 ext. 227
E: kathleen@torchiacom.com