



The 2014 *Give a Toonie. Share a Dream.* Campaign Raises More Than \$629,000 For Special Olympics Canada

TORONTO, May 27, 2014 – Staples Canada and Special Olympics Canada are thrilled to announce this year's *Give a Toonie. Share a Dream.* campaign raised more than \$629,000. Together, Special Olympics Canada and Staples Canada would like to thank Staples customers throughout the country for their generosity in raising awareness and funds for Special Olympics programs.

From ages two to 92, and through 18 different summer and winter sports, Special Olympics Canada is able to reach more athletes and empower more lives thanks to Staples Canada and the *Give a Toonie. Share a Dream.* campaign. Special Olympics provides world-class sport programming to individuals with an intellectual disability across Canada. All proceeds raised during the *Give a Toonie. Share a Dream.* campaign directly support the more than 36,000 Special Olympics athletes who take part in these programs. From the grassroots level, to the world stage, Special Olympics Canada empowers individuals with an intellectual disability and allows them to improve their self-esteem, instill confidence and other life skills as well as contributing to healthier athletes with life-long physical fitness habits.

“Throughout the 18-year partnership, our Associates across the country passionately got behind the cause and truly became champions of the movement,” said Steve Matyas, President, Staples Canada. “Our store teams are excited to be making a huge difference in the lives of Canadians living with intellectual disabilities and it means a great deal to be a part of such an inspiring and important program that opens up so many new opportunities for these athletes.”

This year's campaign featured online donations for the first time, allowing a broader range of Staples customers the opportunity to make an impact on the lives of Special Olympics athletes.

One athlete in particular who has experienced the transformative effects of Special Olympics programming, Willow Sleep, was the start of this year's campaign, and was featured on all of Staples' in-store and online promotional materials. “Willow's love for life is nothing short of infectious! She is a shining example of determination and perseverance with just the right amount of silliness,” said Jeff Sleep, father of Active Start participant, Willow, age 3. “Special Olympics allows kids like Willow to show her community... and eventually the world, that every person is gifted.”

“Staples Canada customers have once again displayed their incredible generosity through the *Give a Toonie. Share a Dream.* campaign,” noted Sharon Bollenbach, CEO, Special Olympics Canada. “We continue to be amazed by the enthusiasm and commitment of the Staples staff and customers each and every year, and this year was no exception. Staples, a long-time partner and supporter of Special Olympics in Canada, helps our organization enrich the lives of Canadians with intellectual disabilities through daily world-class sport programs that make more dreams happen.”



On behalf of the 36,739 Special Olympics athletes and 17,398 volunteers throughout the country, Special Olympics Canada would like to sincerely thank all Staples Canada stores and their customers for another successful campaign!

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, close to 37,000 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 or on mobile devices. 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 in 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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