



April 23, 2012

His Worship Bob Bratina  
Mayor of Hamilton  
Hamilton City Hall  
71 Main Street West  
Hamilton ON L8P 4Y5

Dear Mayor Bratina,

Canadian Tire Jumpstart® is a community-based charitable program that helps financially disadvantaged youth participate in organized sport and recreation. Since 2005, Jumpstart has helped over 417,000 kids across the country get involved in activities like hockey, soccer, swimming and ballet.

On May 26<sup>th</sup>, 2012, Jumpstart will hold its third annual "Jumpstart Day" which is a national campaign to raise awareness that one in three families struggle to include their children in organized sport and recreation and to raise funds to broaden the charity's activities. Importantly, 100% of customer donations to CT Jumpstart are reinvested into the very same community.

Canadian Tire Dealers are an important part of Jumpstart's work in the community and its fundraising efforts. On May 26<sup>th</sup>, over 200 Dealers across the country will organize events that range from charity BBQ's to hockey demonstrations to raise funds for their local Jumpstart Chapter.

For over 6 years, Jumpstart has created a Chapter network that includes partners such as Big Brother Big Sisters Canada, YMCA, and Parks and Recreation. It is through these groups that Jumpstart provides financial support and helps off-set registration fees, transportation and equipment costs.

To promote the May 26<sup>th</sup> events, Canadian Tire Jumpstart is planning media preview events and is soliciting support from municipal, provincial and federal governments to proclaim "Jumpstart Day" in communities across the country. We'd be honoured to have you participate in this initiative.

Attached is a draft proclamation that could act as the template for a municipal proclamation or a Ministerial / Member Statement in your legislature.

For more information, please contact Matthew Mackenzie, Government Relations Advisor at Canadian Tire, at 416-487-6559 or [matthew.mackenzie@cantire.com](mailto:matthew.mackenzie@cantire.com).

Thanks in advance for your support and interest.

Sincerely,

Dan Thompson, President



**DRAFT Proclamation  
May 26, 2012**

**OPTION 1 (Federal / Provincial)**

WHEREAS One in three Canadian families cannot afford to involve their children in sport or recreational activities;

WHEREAS Jumpstart believes all kids should have the chance to run, skate, play, grow and participate in organized sports and recreation such as hockey, dance, swimming, and basketball so they can develop important life skills, self esteem, confidence;

WHEREAS Canadian Tire Jumpstart helps kids in financial need participate in organized sport and recreation with 100% of customer donations going directly to kids in this community;

WHEREAS Since 2005, Canadian Tire Jumpstart has helped more than 417,000 kids across Canada participate in organized physical activities including 6,583 kids here in the Greater Hamilton Chapter;

WHEREAS Jumpstart Day is a day dedicated to raising awareness across Canada so all kids can play;

NOW THEREFORE, be it resolved that this Legislature hereby proclaims **May 26, 2012** as "**Jumpstart Day**" to give kids a sporting chance

**OPTION 2 (Municipal)**

WHEREAS One in three Canadian families cannot afford to involve their children in sport or recreational activities;

WHEREAS Jumpstart believes all kids should have the chance to run, skate, play, grow and participate in organized sports and recreation such as hockey, dance, swimming, and basketball so they can develop important life skills, self esteem, confidence;

WHEREAS Canadian Tire Jumpstart helps kids in financial need participate in organized sport and recreation with 100% of customer donations going directly to kids in this community;

WHEREAS Since 2005, Canadian Tire Jumpstart has helped more than 417,000 kids across Canada participate in organized physical activities including 6,583 kids here in the Greater Hamilton Chapter;

WHEREAS Jumpstart Day is a day dedicated to raising awareness across Canada so all kids can play;

NOW THEREFORE, I, Mayor XXXXX, on behalf of XXXXX City Council, do hereby proclaim **May 26, 2012** as "**Jumpstart Day**" to give kids a sporting chance.