



**Jumpstart
Bon départ**

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April 11, 2011

His Worship Bob Bratina
Hamilton City Hall
71 Main St. West
Hamilton, ON
L8P 4Y5

Your Worship,

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 315,000 kids across the country get involved in activities like hockey, soccer, swimming and ballet.

On May 28th, 2011, 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 28th, Canadian Tire Dealers, Petroleum Agents and Marks's Store Staff across the country will organize events that range from charity BBQ's to hockey demonstrations to raise funds for their local Jumpstart Chapter that will give kids a "sporting chance."

For over 5 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 28th 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.

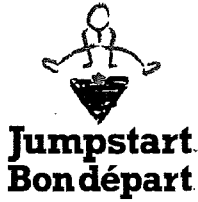
Attached is a draft proclamation that could act as the template for a municipal proclamation. We'll also be sure to include relevant information about CT Jumpstart's impact in your community.

For more information, please contact Joe Belfontaine, Director of Government Relations at Canadian Tire, at 416-480-8159 or joe.belfontaine@cantire.com.

Thanks in advance for your support and interest.

Sincerely,

Dan Thompson
President
Canadian Tire Jumpstart Charities



Proclamation

May 28, 2011

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 315,000 kids across Canada participate in organized physical activities including 5715 kids here in Hamilton;

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

NOW THEREFORE, be it resolved that this City hereby proclaims **May 28, 2011** as "**Jumpstart Day**" to give kids a sporting chance.