



MEDIA RELEASE

Bosh to Continue as Boys and Girls Clubs of Canada National Spokesperson *Toronto Raptors Star and Olympic Gold Medalist Commits \$100,000 for Literacy*

FOR IMMEDIATE RELEASE: MARKHAM, ON (January 27, 2010) Toronto Raptors Star and Olympic Gold Medalist Chris Bosh has renewed his commitment to Boys and Girls Clubs of Canada (BGCC) as National Spokesperson for a second year and donated \$100,000 to strengthen child and youth literacy.

At the January 27 Toronto Raptors vs. Miami Heat game, Bosh presented BGCC Foundation Chair Peter Wallace and BGCC President and CEO Pam Jolliffe with a cheque to help Boys and Girls Clubs across Canada encourage and develop a passion for reading in its young people.

"Boys and Girls Clubs played a major role in my life growing up and I am proud to help them make a difference in the lives of children and youth across Canada," said Bosh. "My Mother made reading a priority in our house and I want to share that same passion with other kids."

Because of Bosh's donation four Boys and Girls Clubs will receive grants to create CB4 Reading Zones. These zones will not only include a fully stocked library of books, but also new furniture, computers, e-readers and other educational tools.

Since November 2008, Bosh has served as BGCC National Spokesperson, appearing in TV commercials, print ads, online videos and other promotional outlets to help raise awareness and funds for Boys and Girls Clubs of Canada and encourage the public to "Help Canada's Kids Shoot for their Best in Life." He also previously donated \$75,000 to support the creation of Arts, Culture and Expression (ACE) grants to encourage creativity and personal expression in BGCC children and youth.

"Chris has been an incredibly positive and inspiring role model for our young people and over the past year as our National Spokesperson he has helped share the important work our Clubs are doing every day in communities across Canada," said Jolliffe. "With this generous donation to support literacy, Chris is continuing to help BGCC play in important role in the healthy development of our children and youth."

About Boys and Girls Clubs of Canada

Boys and Girls Clubs of Canada is a leading charitable organization providing after school programs that support the healthy physical, educational and social development of 200,000 children, youth and their families each year. In 700 community locations across Canada, Clubs offer access to opportunities, after-school and at other times when children are not in school, to develop healthy behaviours, academic success and technology learning, positive relationships and life and leadership skills. Many Clubs also provide nutritious snacks and meals, emergency shelter, family support programs and other support to children, youth and families at risk. Boys and Girls Clubs have been helping young Canadians to discover, develop and achieve their potential, for over 100 years. To learn more, visit www.bgccan.com.

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