



Boys & Girls Clubs of Canada
Clubs Garçons & Filles du Canada

Media Release

Fidelity Investments helps Boys and Girls Clubs of Canada *Power Up!* kids for learning with renewed support for academic enhancement program

FOR IMMEDIATE RELEASE: Markham, ON, (October 16, 2008) – With the school year in full swing, students are looking for help with setting academic goals. To assist children with achieving success at school and encourage an enduring enthusiasm for learning, Boys and Girls Clubs of Canada (BGCC) and Fidelity Investments Canada are awarding *Power Up!* grants to 15 Clubs across Canada for the 2008-2009 school year.

Power Up! is a national academic enhancement program developed by BGCC, with the support of Fidelity Investments, that creates a positive, supportive environment for academic achievement. It helps children to develop positive attitudes toward learning, self-directed study habits and enables them to explore learning tools and resources, with the help of caring adult mentors, who assist them with setting and achieving their learning goals.

"Education is critical to a child's development and *Power Up!* is an excellent way to make learning more enjoyable," said Pam Jolliffe, President and CEO, Boys and Girls Clubs of Canada, "With *Power Up!* and the guidance of trained volunteers, children have the opportunity to learn and succeed in school, and take control of their futures."

According to a 2006 national survey conducted by the Canadian Council on Learning, 62% of parents admit that they do not have the knowledge to help their children with their homework. While difficulties may arise from lack of knowledge of the curriculum, language barriers can also pose a problem.

Statistics Canada reports that children from homes whose mother-tongue is neither English nor French performed lower in reading and mathematics by 20%, and had writing skills 30% lower than the class average. According to the 2006 Census, two-thirds of Canada's population growth over the past five years has been due to immigration. Parents who cannot communicate in English or have been schooled in a different system are often challenged to provide their children with the help they need with homework.

Boys and Girls Clubs serve a growing number of children and families who are new to Canada which almost 20% of the organization's 200,000 membership.

"Fidelity Canada strives to engage and assist young Canadians in realizing their full potential," said Maryska Bushnell, Director of Employee & Community Affairs for Fidelity Investments Canada. "We are proud supporters of the Boys and Girls Clubs of Canada and we are dedicated to helping young Canadians realize their full potential as productive, responsible and caring citizens."

Now in its seventh year, Fidelity Investments' contribution has enabled 6,527 children to improve their academic performance at school. Eighty-two (including the 15 new sites this year) Boys and Girls Clubs across the country are now official *Power Up!* program delivery sites.

The following Boys and Girls Clubs will receive *Power Up!* grants for 2008-2009:

AB: Edson
BC: Central Vancouver Island and Delta/Richmond
NB: Dieppe and Havelock
NL: Norris Arm
NS: Spryfield
MB: Winnipeg
ON: Hamilton East Kiwanis, Thunder Bay and Toronto Kiwanis
QC: LaSalle
SK: Battlefords and Saskatoon

About Boys and Girls Clubs of Canada

Boys and Girls Clubs of Canada is a leading, national provider of programs to children and youth that support the healthy physical, educational and social development of close to 200,000 young people and their families each year. In 700 community locations across Canada, clubs offer after-school programs in physical recreation, technology, the arts, literacy, personal growth and more. Many clubs also provide 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.

About Fidelity Investments Canada

Fidelity Investments Canada ULC is the country's seventh largest mutual fund company and part of the Fidelity Investments organization of Boston, one of the world's largest providers of financial services. In Canada, Fidelity manages a total of \$52 billion in mutual fund and corporate pension plan assets. It offers Canadian investors a full range of domestic, international and income oriented mutual funds. Fidelity funds are available through a number of advice-based distribution channels including financial planners, investment dealers, banks, and insurance companies. Fidelity Investments also administers defined contribution plans and manages defined benefit assets on behalf of corporate clients across Canada. Fidelity is a proud supporter of the Boys and Girls Clubs of Canada and is dedicated to helping young Canadians realize their full potential as productive, responsible and caring citizens.

Media Contact:

Carol Davies
Director of Communications
Boys and Girls Clubs of Canada
(905) 477-7272 ext. 234
cdavies@bgccan.com