



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

November 23, 2008

BOSH NAMED NATIONAL SPOKESPERSON FOR BOYS AND GIRLS CLUBS OF CANADA

Toronto Raptors' player, Chris Bosh and Boys and Girls Clubs of Canada (BGCC) have teamed up to help kids "shoot for their best in life" as Bosh was named a national spokesperson for Boys and Girls Clubs of Canada during a half-time ceremony at the November 23 Raptors vs. Celtics game. In recognition of this honour, Bosh will donate \$75,000 to the Boys and Girls Clubs of Canada. The money will be used to support an arts and culture grants program for children and youth who attend the Clubs. The cheque presentation was made during half-time of the game.

"Growing up, I had a lot of opportunities that many other kids didn't," said Bosh. "I have done well and want to give other kids that same chance at being their best."

Bosh will appear in a national public awareness campaign that BGCC has developed to help increase donor support. The campaign will highlight the positive impact the organization has on 200,000 children and youth across Canada annually in offering programs that promote their healthy physical, educational and social development.

The BGCC public awareness campaign will launch on Monday, November 24th, immediately following the game and will include a 30-second TV commercial, print ad and online fundraising "click campaign" both on Bosh's official website (www.chris-bosh.com) and on the BGCC site (www.bgccan.com), where he will encourage basketball fans and others to "help kids shoot to be their best" by donating to Boys and Girls Clubs of Canada. To find out more about how to help Canadian children and youth shoot for their best in life, go to www.bgccan.com.

"We are so thrilled that Chris has chosen to lend his name as a fantastic role model for kids to Boys and Girls Clubs of Canada, as well as his personal support for the artistic aspirations and talents of our kids through this generous donation," said Pam Jolliffe, president and CEO of Boys and Girls Clubs of Canada. "As a Boys and Girls Club alumnus, Chris is also an ideal figure to be promoting the value of the Clubs for kids."

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Bosh named national spokesperson for Boys and Girls Clubs of Canada

As part of their Community Spotlight Nights the Raptors Foundation for Kids will spotlight the Boys and Girls Clubs of Canada throughout Air Canada Centre on November 23.

Boys and Girls Clubs of Canada is a leading provider of programs to children and youth that support the healthy physical, educational and social development of 200,000 young people and their families each year. In 700 community locations across Canada, Clubs offer programs, after school and at other times when kids are not in school, in physical recreation, technology, the arts, personal growth and more. Many Clubs also provide meals, emergency shelter, family support programs and other supports 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.

The Chris Bosh Foundation promotes social enrichment, education and physical fitness among youth. The Foundation assists youth in reaching their educational and athletic goals through mentoring and by setting examples in the community.

The Raptors Foundation for Kids is dedicated to assisting Ontario's registered charities that support programs and sports initiatives for at-risk children and youth.

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