



Boys and Girls Clubs of Canada Clubs Garçons et Filles du Canada

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BOYS AND GIRLS CLUBS OF CANADA AND FIDELITY INVESTMENTS CANADA POWER UP! KIDS FOR LIFE-LONG LEARNING

For Immediate Release: Toronto, Ont., Wednesday, November 27, 2002 – Boys and Girls Clubs of Canada and Fidelity Investments Canada today launched a national academic enhancement program called **Power Up!** to assist children and youth with achieving academic success and encourage in them a life-long passion for learning.

"Children need help to develop positive attitudes and practices about learning and doing well in school," explained Pam Jolliffe, National Executive Director, Boys and Girls Clubs of Canada. "We think Power Up! will provide young people with an understanding of the value of learning for its own sake and how they can take charge of setting and attaining their own educational goals."

Through the involvement of Club staff, parents and volunteer mentors and tutors, which include employees from Fidelity Investments, who will volunteer their services, the program aims to create a positive, supportive environment for academic achievement. Children and youth will develop positive attitudes toward learning and self-directed study, explore learning tools and resources and have access to caring adults to help them set and achieve their learning goals.

"At Fidelity, we understand the importance of long-term investing -- and there is no greater long-term investment than the children and youth of this country. Fidelity Investments hopes to engage and assist young Canadians in realizing their full potential as productive, responsible and caring citizens, and this work by Boys and Girls Clubs of Canada is certain to help empower them to achieve positive futures," said Mary Taylor, Senior Vice-president of Marketing, Fidelity Investments Canada.

The program and materials will be available for use by all 103 Boys and Girls Clubs across the country. Additionally, the following 10 Boys and Girls Clubs will be participating in a Power Up! pilot program: **Toronto Kiwanis (Gerrard K Unit); Brantford (ON); La Salle**

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**(Montreal, QC); Calgary (AB); Vancouver (BC); Fredericton (NB);
Truro (NS); Norris Arm (NF); James Hornell (Buchans, NF); and Saskatoon (SK).**

Program materials include a Power Up! program guide for facilitators, which explains the program and how to implement it; a Power Up! pledge form that each participant can use to set concrete learning goals for themselves; a Power Up! certificate of achievement to recognize participants who successfully achieve their academic or learning targets; and a fun booklet of 50 simple, yet highly effective tips for parents and other caring adults on how to help children succeed with their education.

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About Boys and Girls Clubs of Canada

Boys and Girls Clubs of Canada is one of Canada's leading youth organizations, with over 100 community-based clubs all dedicated to providing quality programs and services that promote the healthy growth and development of Canada's young people. Member Clubs currently provide services to close to 150,000 children and youth nationwide in response to the individual needs of each community. For more details, visit www.bgccan.com.

About Fidelity Investments Canada

Fidelity Investments is Canada's sixth largest mutual fund company and part of the Fidelity Investments organization of Boston, the world's largest mutual fund company. In Canada, Fidelity manages more than \$27 billion in assets and offers Canadian investors a full range of domestic and foreign-content mutual funds. Fidelity funds are available through a number of advice-based distribution channels including financial planners, investment dealers, banks and insurance companies. Fidelity Retirement Services administers nearly \$2 billion in defined contribution and defined benefit assets on behalf of corporate clients across Canada.