



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

## MEDIA RELEASE

### **\$200,000 raised in support of Canadian kids at Sears / Boys and Girls Clubs of Canada Golf Tournament**

**For Immediate Release: MARKHAM, ON (August 18, 2004)** – \$200,000 was raised in support of Boys and Girls Clubs of Canada (BGCC) by its biggest supporter, Sears Canada (TSX: SCC) and the company's associates and business partners at the *17<sup>th</sup> Annual Sears/Boys and Girl Clubs of Canada Golf Tournament* yesterday. To date, the Toronto-based fundraiser, organized through the voluntary efforts of Sears employees, has raised over \$1.3 million for BGCC.

Proceeds from the tournament strengthen the Boys and Girls Clubs movement, by expanding the organizations' capacity as a leading provider of after-school programs for children of all ages, to reach and serve more children and youth nationwide.

"Boys and Girls Clubs across Canada are dedicated to helping all children and their families and we think this is a mission that is very worthy of our support," said Mike MacDonald, Tournament Chairman and National Merchandise Manager, Sporting Goods, Toys and Seasonal, Sears Canada. "We are really pleased with the success of this year's tournament. Almost 300 golfers came from across Canada and the United States to compete over 2 full golf courses. This was our biggest event to date and we are very proud of its success!"

This is the first year that proceeds for the tournament have reached \$200,000, making the 2004 tournament BGCC's largest fundraising event ever.

"We have enjoyed a partnership with Sears Canada for over 39 years," said Pam Jolliffe, National Executive Director, Boys and Girls Clubs of Canada. "Sears' outstanding contribution to our organization through this tournament is just one of the many initiatives it undertakes in support of our 101 clubs across Canada. It helps us ensure that we have the ability to reach out to Canadian children and youth who are in need of a safe, positive place to go when the school bell rings at the end of the day."

Sears also provides generous support to BGCC and its member clubs through local charitable partnerships between clubs and Sears stores in a number of Canadian communities. Through a variety of fundraising initiatives, Sears associates and their customers in these communities support a broad range of club activities that benefit children and youth.

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### **About Boys and Girls Clubs of Canada**

Boys and Girls Clubs of Canada (BGCC) is the nation's leading national youth organization. Established over 100 years ago, BGCC's network of 101 community-based clubs help children and youth reach their full potential, by providing safe, fun and stimulating recreational, educational and social development programs. Club programs aim to build skills, develop character and foster self-esteem in children and youth, so that they can become healthy, contributing adults. Clubs currently offer services to 150,000 children and youth in 429 communities nationwide. To learn more visit [www.bgccan.com](http://www.bgccan.com)

### **About Sears Canada**

Sears Canada has been a strong supporter of BGCC for close to 40 years. Sears Young Futures, the community investment program of Sears Canada, supports organizations that provide enriching after-school programming that inspires children and youth to believe in themselves. Additional funds are raised through in-store campaigns and customer donations of Sears Club points. For the 5<sup>th</sup> year in a row, Sears Young Futures has contributed over \$3 million to after-school providers across Canada.

Sears Canada, the retailer with the most extensive multi-channel network in the country, began serving customers in 1953. The Company has 48,000 associates and, in an independent consumer survey, ranks first in trust, respect, and quality products and services. There is a Sears location within a 10-minute drive of 93% of Canadians, and Sears is dedicated to providing them with quality merchandise and exceptional service coast to coast through its 122 department stores, 47 Sears Home stores, over 2,200 catalogue merchandise pick-up locations, 147 dealer stores, 12 outlet stores, 51 floor covering centres, 110 Sears Travel offices and a nationwide home maintenance, repair, and installation network. The Company also publishes Canada's most extensive general merchandise catalogue and offers shopping online at [www.sears.ca](http://www.sears.ca).

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