

2ND ANNUAL ONE X ONE Benefit Gala

TO BE HOSTED BY ACADEMY AWARD WINNER MATT DAMON

WITH SPECIAL GUEST PERFORMER GRAMMY AWARD WINNER JOHN LEGEND

IN TORONTO ON SEPTEMBER 10TH, 2006

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Following one of the most successful fundraising events in the past decade, Joelle Berdugo Adler, Founder of ONE X ONE proudly announced today that Academy Award Winner Matt Damon will host the 2nd Annual ONE X ONE on Sunday September 10th 2006 to be held at the historic Carlu in downtown Toronto.

ONE X ONE is a non-profit foundation committed to supporting, preserving and improving the lives of children. Through its annual campaign, ONE X ONE is dedicated to helping create a world where children can live safely and with dignity. In 2005, ONE X ONE facilitated over 1.3 million dollars distributed to Canadian charities and global initiatives.

Joining Matt Damon for this incredible night of 'music and storytelling' will be Grammy Award Winner John Legend, ONE x ONE musical ambassadors and Juno Award winners Raine Maida and Chantal Kreviazuk, the internationally acclaimed African Children's Choir, and CTV's Seamus O'Regan, co-host of Canada AM, acting as master of ceremonies.

"2006 is exceeding our every expectation and we are beyond excited with this year's ONE X ONE. What began as one special evening last year has blossomed into an entity that will have a tremendous impact on the lives of children domestically and internationally," says Adler, "Our partners who are donating their time and energy are not only incredible performers but outstanding humanitarians, and their support is a testament to our organization".

Matt Damon expressed, "I'm looking forward to attending this year's ONE x ONE event to share my personal experiences from a recent trip I took to Africa and to learn more about how we can all make a difference in the fight against poverty in one of the world's most beautiful lands. The water crisis in Africa has reached epic proportions, with over 300 million people without access to clean water and living on less than 1 dollar a day. We can help solve this problem but we need to act now."

Jeffrey Latimer, Chair of the 2006 ONE x ONE Benefit Gala, echoed the sentiments of many, "ONE X ONE is about individuals coming together to create ideas and awareness that will inspire change to better the lives of children in our own backyard and around the world."

ONE X ONE will also feature multiple 'storytellers', each recounting a personal story of growth and achievement locally and internationally including Professor Jeffrey Sachs, economist and UN Special Advisor, Olympian Clara Hughes of Right to Play and Rwandan genocide survivor and author of *Left to Tell*, Immaculee Ilibagiza.

Sponsors for the evening include founding partners Diesel and Rogers Communications.

"Rogers has long believed in giving back to the communities in which we live," said Edward Rogers, President, Rogers Cable Communications Inc. "Our sponsorship of ONE X ONE supports

this belief and the fact that the funds raised go to children's charities, a focus for Rogers, makes this event an especially important one for us."

In addition to Diesel and Rogers, iTravel 2000 is this year's Presenting Sponsor.

"There is nothing more important than the realization that there are people in our very own communities in need of our help. Through ONE X ONE, this possibility becomes a reality and I am proud to be a part of an organization that achieves such tremendous goals; I sincerely feel it is itravel2000's corporate responsibility to assist in this worthy cause," said Jonathan Carroll, President, itravel2000.

Doctor Eric Hoskins, President, War Child Canada and official ONE X ONE Charity Spokesperson added, "Daily, we are reminded of the vulnerability of children and our responsibility to protect and to nurture them. ONE X ONE is a powerful force for good, and an example of how each of us can make a difference in the lives of children in Canada and around the world."

ONE X ONE is proud to financially assist the following charities:

- War Child Canada
- Right To Play
- Boys & Girls Clubs of Canada
- Child Find
- The African Children's Choir

For Tickets and Further Information: www.onexone.org

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