



MEDIA RELEASE

FOR IMMEDIATE RELEASE

LANSDOWNE CHILDREN'S CENTRE FOUNDATION RECEIVES \$5,000.00 DONATION FROM INTACT INSURANCE
Formerly known as ING Canada supports Lansdowne's award winning Every Kid Counts Program

MARCH 9, 2009 – BRANTFORD – The Lansdowne Children's Centre Foundation was the grateful recipient of a \$5000.00 donation in support of its Every Kid Counts Program courtesy of Intact Insurance, formerly ING Canada. "Intact Insurance is very pleased to support the Lansdowne Children's Centre and the incredible work they do in our communities," states Roberto Rei, Regional Branch Manager Mississauga Region of Intact Insurance, "and we are proud of our company's community involvement."

The Lansdowne Children's Centre provides services to more than 2,000 children and youth annually with communication, physical and developmental needs and their families. We offer a wide range of quality services that provide essential supports and play an important role in enabling our children and youth with special needs to develop to their full potential and have and enjoy opportunities to fully participate in every day activities. While our operating budget comes from the provincial government, we rely on community donations for our children's programs not funded by the Province including our recreational and respite programming.

One of our highly successful and award winning programs is our Every Kid Counts Program. Every Kid Counts or more commonly known as EKC is financially supported by the Lansdowne Children's Centre Foundation and specifically by the funds raised through Rotary's Great Northern Ride and our own signature Annual Charity Motorcycle Ride. EKC is committed to ensuring accessible recreation for all children and youth. Through EKC, children and youth with special needs have an equal opportunity to participate in local recreational programs of their choice be it swimming, a summer camp program, music lessons or sports. Through EKC, a child with special needs is matched with a Support Worker who then provides both hands-on and programming support to the child, family and recreation staff. "We strongly believe that children with special needs need to be children first," states Rita-Marie Hadley, Executive Director, Lansdowne Children's Centre, "and it is our responsibility to provide the necessary supports to

help them move toward their own unique independence.” “We can not thank our donors enough for their dedication to the children and youth with special needs in our communities,” states Bernard Neziol, Chair of the Lansdowne Children’s Centre Foundation. “We would like to kindly thank Intact Insurance, formerly ING Canada for this donation as well as the many sponsors and donors who are joining us in support of our upcoming celebratory 5th Annual Charity Motorcycle Ride.” Supporters of EKC provide so much more than merely funding the cost of necessary equipment these activities may require or the services of a Support Worker which can be financially draining on a family already coping with the extra costs associated with raising a child with special needs. “Your support enables our children and youth with special needs to have and enjoy opportunities to fully participate in every day activities like any other kid,” states Mr. Neziol. “You’re giving our children and youth opportunity, hope and wonderful memories to last a lifetime.”

The celebratory 5th Annual Charity Motorcycle Ride takes place on Saturday, May 23rd 2009 beginning at the Brantford and District Civic Centre. For more information on how you can become a sponsor of this year’s event, or to participate in this year’s Ride, please visit http://lansdownecentre.ca/2009_ride/ or contact our Foundation Office at 519.753.3153, extension 221.

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For more information, please contact Tracey Pontes, Fund Development Officer, Lansdowne Children’s Centre Foundation at 519.753.3153, extension 221 or by email at tpontes@lansdownecc.com.

