



OXFORD LEARNING PARTNERS WITH KIDSPORT TO HELP CANADIAN KIDS FROM COAST TO COAST
New national sponsorship helps Canadian kids excel in sport and the classroom

-For immediate release-

TORONTO (May 27th, 2015) – Oxford Learning announced today this official partnership with KidSport.

The three-year partnership kicks off with a National fundraising campaign from June 1-30th, 2015 with the goal of helping more Canadian kids develop the necessary tools for a healthy body *and* mind.

As Canada's leading supplemental education provider, Oxford Learning's dedication to building students' self-esteem, and belief in the correlation between physical health and education makes for a strong, values-based partnership for KidSport across Canada. The partnership will be brought to life through Oxford Learning's locations from coast to coast and supported by fundraising events and initiatives, including two major national campaigns in 2015.

"Playing sports is such an important part of childhood and it's an integral part of a well-rounded educational experience," said **Glenn Whitehead**, VP Marketing of Oxford Learning Centres. "Playing sports helps kids become healthy and happy, which makes them better learners inside and outside the classroom. We are so pleased to be able to partner with KidSport and help more Canadian children have access to sports and exercise and by extension, have a happier, more comprehensive childhood."

"KidSport is proud to partner with Oxford Learning to give an increased number of Canadian youth the opportunity to experience the many benefits of organized sport while showcasing the powerful connection between sport and education," said **Jamie Ferguson**, Chair of KidSport. "Over the next three years, our organizations will make a significant impact in the lives of deserving Canadian youth in the 100+ communities where Oxford Learning franchisees are located from coast to coast."

"Playing sports is a way of life, of being healthy and active. Helping Canadian kids learn to value sports, exercise, and health builds a strong foundation for them that can open doors to many different future paths," added Oxford Learning athlete ambassador **Andy Fantuz**, wide receiver for the Hamilton Tiger-Cats. "It's great to know that there are organizations like KidSport and Oxford Learning working together to remove financial barriers and help kids who might not be able to play have access to sports."

Oxford Learning and KidSport are pleased to launch this official partnership and hope to engage with Canadian communities from coast to coast to help children reach their fullest potential in both sports and education.

About Oxford Learning – Established in 1984, Oxford Learning has grown to include more than 120 learning centres across Canada. Oxford Learning goes beyond tutoring to help students reach their learning potential, not just for one grade or one year, but for a lifetime. With programs for students from pre-K through to college prep, Oxford Learning focuses on cognitive development to encourage active thinking skills that change how students think and learn. For more information please visit oxfordlearning.com and follow on Twitter @OxfordLearning.

About KidSport - KidSport is a national not-for-profit organization that provides financial assistance for registration fees and equipment to kids aged 18 and under. Through a confidential application process, KidSport provides Canadian kids grants so they can play a season of sport. With the Government of Canada as a funding provider, KidSport is comprised nationally of a network of 11 provincial/territorial KidSport chapters and 178 community KidSport chapters. For more information about enrolment eligibility or to find out how you can help, please visit KidSport.ca and join the conversation on Twitter @KidSport.