



For Immediate Release: Monday April 11, 2011

MEDIA ADVISORY:

2nd annual “GO GARRETT GO” Fundraising Campaign Launches at SickKids. Supporting Children's Miracle Network Hospitals in Canada and the U.S., and new this year...KidSport – a national children's program that helps kids overcome the financial barriers preventing or limiting their participation in organized sport. New this year: Garrett attempts to raise more funds through two sports: Football and Soccer!

WHAT: The Launch of “GO GARRETT GO” 2011 Fundraising Campaign.

Why is Garrett doing this?

When Garrett was seven, in the early hours of the morning on December 25th, 2007, he suffered a severe seizure and was rushed to Oakville Trafalgar Hospital where he was non-responsive for four hours. Soon after he became responsive he had another seizure and at that point it was determined that he should be moved to The Hospital for Sick Children (SickKids) Toronto. After transferring to SickKids, Garrett stabilized and was hospitalized for about a week. The doctors determined that a virus attacked Garrett which his system simply did not like, causing the epileptic seizure. While they believed the series of seizures was caused by a "one-time" event (a virus) no chances were being taken and he was put on anti seizure medication for two years. When he came off the medication he wanted to play football – and more importantly raise money for to help “kids who can't” play or do the things other kids take for granted. In 2010, at the age of 10 he started GO GARRETT GO and raised over \$20,000. Garrett is now 11 years old and healthier than ever, and ready to raise more money to help “kids who can't”. This year he's added a new twist –not only will he be playing football he'll also be playing soccer (simultaneously – meaning the seasons run at the same time), with the hope of attracting a whole new audience to help raise money! People now have a choice of which sport they can pledge to help raise money. Fundraising details below.

WHEN: Monday April 25 at 11 a.m.

WHERE: SickKids– 555 University Avenue, Toronto - front lawn. Rain location – SickKids Atrium

DETAILS: What is "GO GARRETT GO?"

For GO GARRETT GO last year people pledged a dollar amount for every touchdown Garrett either threw or scored (he's the quarterback), for his football team, the Halton Cowboys Atoms (in the Ontario Minor Football League). He scored or threw for 16 touchdowns and raised over \$20,000.

This year the big news is that Garrett is attempting to raise money through pledges raised in not one, but two sports, football, and new this year, soccer – with both seasons running simultaneously! People choose which **one** (football or soccer) they want their pledge to apply to.

Also new this year is that people are being asked to pledge for every touchdown (in football) or goal (in soccer) that **his teams score** – not every touchdown or goal he scores. Garrett wanted to get the team more involved.

However, people can still pledge for touchdowns thrown or scored by Garrett – by choosing to “double-up” – meaning they pledge an amount for every touchdown scored by the team – and double it for every touchdown scored or thrown by Garrett. They can do the same for soccer as well (although he plays defence in soccer – and doesn't really score often). This should help raise more money!

In 2011 Garrett will play football for the Halton Cowboys Peewee team (players born in 1999 and 2000) during the spring 2011 Ontario Minor Football League (tackle) season.

He will play soccer for the U12 (under 12 years old) Burlington Stingers team, a division one team in the (Ontario) South Region Soccer League.

The football season runs from mid May through to the first week of August - with each team playing 7 or 8 regular season games (the final schedule is not out until mid April) plus one to three playoff games - so the total season could have between 9 to 11 games. These 9 to 11 games are the games for which touchdowns will be counted and for which pledges are raised.. For some perspective, last season Garrett scored or threw for 16 touchdowns out of his teams total of 27 touchdowns for the season.

The soccer season runs from the first week of June through to the end of August – with each team playing 14 regular season games (only regular season games count towards pledges – no tournaments). For some perspective, last years team (the boys U11 team – which has now moved up a year) scored 40 goals in 14 games.

For example if Garrett's football team scores 27 touchdowns again – and you pledge \$1 – your donation is \$27. If you choose to “double-up” and Garrett scores 10 of those 27 touchdowns, your donation would be \$37 (Garretts 10 touchdowns x \$2 plus 17 touchdowns X\$1).

100% of all donations go directly to Children's Miracle Network (the hospital of the donors choice ie: Sick Kids Toronto - Garrett's choice since he was a patient there) or KidSport

Like last year people can track the progress of both the football and soccer teams, track pledges, and view game highlights each week on www.gogarrettgo.com

For details visit <http://www.gogarrettgo.com>

At this point, GO GARRETT GO has already attracted the support of: Toronto Argonauts - Hamilton Tiger-Cats - NFL Canada - CFL Alumni Association. - Warrior Sports U.S.A.

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