



JAYS CARE FOUNDATION AND KIDSPORT JOIN FORCES TO HELP YOUTH PARTICIPATE IN BASEBALL
Charitable organizations going to bat for kids across Canada to help them play baseball this season

Toronto, ON (April 28th 2014) – KidSport™ is proud to announce Jays Care Foundation, the charitable arm of the Toronto Blue Jays, as the newest member of its partnership family. Together, the not for profit organizations will help ensure deserving kids have the opportunity to play baseball across Canada this spring and summer.

As part of the partnership, KidSport will distribute registration and equipment grants to kids in communities nation-wide, supporting Jays Care Foundation's mission to ensure Canadian children and youth have the opportunity to play, learn and grow through the sport of baseball.

“As the charitable arm of the Toronto Blue Jays, Jays Care is committed to providing access to sport for children and youth in communities across Canada,” said Danielle Bedasse, Executive Director of Jays Care Foundation. “Partnering with KidSport enables us to ensure that our \$100,000 investment will directly fund baseball participation for 400 youth this season.”

The partnership will come to life at the community level through the Blue Jays Baseball Academy Rookie League, a year-round program offered at no cost to participants and their families. Rookie League uses the game of baseball as a platform to teach youth the importance of teamwork, discipline, respect, responsibility and to inspire self-confidence. Jays Care will also help grow awareness for the work KidSport using their platforms at the Rogers Centre and beyond.

“KidSport is thrilled to partner with Jays Care as both organizations share the same goal to give all Canadian kids the opportunity to experience the positive benefits of sport,” said Jamie Ferguson, Chair of KidSport. “We look forward to working with their entire team to ensure more kids get off the sidelines and onto the baseball field. Our work together is just beginning and we are looking forward to making a major league difference together, so all kids can play.”

“Sport is a game-changer in many people's lives. Getting kids into the game is our number one mission, and Jays Care Foundation has an incredible track record of removing the barriers to sport participation,” said Andrea J. Shaw, Founder & Managing Partner of the TwentyTen Group, agency of record for KidSport's national operations. “This partnership is built on aligned values and objectives, and growing our communities of support together is a true win-win for both KidSport and Jays Care.”

KidSport accepts applications for baseball grants year-round. For information about eligibility and to find your local chapter, please visit kidsport.ca



About Jays Care Foundation:

As the charitable arm of Canada's only MLB team, Jays Care has made a Major League commitment to invest in Canadian children and communities from coast to coast. Since 1992, Jays Care Foundation has created opportunities for children and youth through programs that focus on helping kids get active, engage in the sport of baseball, excel academically and lead healthy lives. Jays Care is committed to breaking barriers to sport and education and building safe, dedicated spaces for recreational and educational youth programming in communities across Canada.

For more information, visit www.bluejays.com/jayscare, follow @JaysCare on Twitter, 'like' Jays Care on Facebook, or call 416-341-1456

About KidSport:

KidSport is a national not-for-profit organization that helps remove financial barriers that prevent kids from playing sport by providing assistance for registration fees and sport equipment to children aged 18 and under. Through a confidential application process grants are given so they can play a season of sport. One of KidSport's primary goals is to support a network of 11 provincial/territorial KidSport chapters and 178 community KidSport chapters across Canada in their fundraising and sport activities. Since its creation in 1993, over 400,000 kids across the country have been given the chance to play sport through KidSport grants and sport introduction programming.

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