



FOR IMMEDIATE RELEASE

## TORONTO ARGONAUTS DONATE \$4 MILLION TO SICKKIDS FOUNDATION

**TORONTO, ON, Wednesday, May 23, 2007** – Two pillars of Toronto's cultural landscape came together today to announce a new partnership. The Toronto Argonauts Football Club (Argos) and SickKids Foundation teamed up to form an alliance which will see the team donate **\$4 million** to the Foundation. This partnership is a strong part of the Argos' commitment to Toronto; as respected members of the community, select Argos players will act as mentors to SickKids patients and families. As part of this new partnership, SickKids Foundation has been named the official charitable partner for the **2007 Grey Cup** being held in Toronto, November 25, 2007.

"We are really excited that the Argos have stepped forward in a big way and are showing their commitment to SickKids," said **Stephen Green**, SickKids Foundation Board of Directors. "It is donations from our friends and supporters like the Argos that make SickKids a world leader in children's health and the Argos have shown that they are a world-class sports organization in the process."

**David Cynamon** and **Howard Sokolowski**, the owners of the Toronto Argonauts, commented, "As Toronto's leading community team, we are thrilled to partner with such a world-class hospital which touches the lives of so many people in our community. We look forward to a long and productive association with SickKids Foundation and to doing great work with them through this donation, awareness and signature programs."

More than a donation, SickKids Foundation and the Argos are collaborating on unique, community-based initiatives including a **SickKids Game Day**, online auctions and a player ambassador program. SickKids Game Day is set for September 23, 2007, where patients and families will be invited to cheer on the Argos against the Winnipeg Blue Bombers.

Five of the largest Argos players have been named SickKids ambassadors this season including, **Jonathan Brown, Chad Folk, Jeff Keeping, Jude St. John** and rookie **Brian Ramsay**. The "**Big Men, Big Hearts**" program, in conjunction with "**Kids Believe in SickKids**", a program that reflects the importance of children supporting others, will be instrumental in motivating kids to get involved. The largest members of the Argos will help support some of the smallest members of the community through hospital visits, assistance with Foundation events, participation in the SickKids awards ceremony, school presentations and messages of inspiration.

As the official charitable partner of the 2007 Grey Cup, the first Grey Cup game to be played in Toronto in 15 years, members of the competing teams and other CFL players will visit the hospital during the week leading up to the game. Additionally, several events will be held during the Grey Cup festival to benefit SickKids Foundation.

In celebration of this new partnership, SickKids Foundation has named the green space in front of the hospital on University Avenue the "**Toronto Argonauts Children's Plaza**".

For more information on all SickKids Foundation fundraising initiatives visit: [www.sickkidsfoundation.com](http://www.sickkidsfoundation.com).

### About SickKids Foundation

SickKids Foundation was established in 1972 and is celebrating its 35-year anniversary. Its mission is to inspire its communities to invest in health and scientific advances to improve the lives of children and their families in Canada and around the world. Its vision is "Healthier children. A better world."

In addition to its support of The Hospital for Sick Children, the Foundation has a mandate to support children's health on a national basis. Through its National Grants Program, SickKids Foundation invests \$4 million annually across Canada in paediatric research, focusing on issues important to children's health which have not been addressed elsewhere.

### About The Toronto Argonauts

The Toronto Argonauts are North America's oldest professional football club, celebrating their 134th anniversary in 2007. As Toronto's #1 community team through player involvement, community programs and The Argos Foundation - Stop The Violence, the Toronto Argonauts, a member of the Canadian Football League (CFL), have 15 Grey Cup championships to their credit and are hosting the 2007 Grey Cup game, the first Grey Cup in Toronto in 15 years. For 2007 season ticket packages, group sales and Grey Cup tickets, please contact the sales team at (416) 341-ARGO. For more information on the Toronto Argonauts Football Club, please visit [argonauts.ca](http://argonauts.ca).

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