

For Immediate Release

## **Daniel Cook believes in SickKids!**

*SickKids Foundation welcomes Daniel Cook as official spokesperson for  
Kids Believe in SickKids*

**Toronto, ON, December 5, 2006** – Daniel Cook joins SickKids Foundation as the official spokesperson for Kids Believe in SickKids, a program that encourages and celebrates the leadership of young philanthropists. Starting in January 2007, Daniel will support SickKids Foundation in promoting the importance of philanthropy and celebrating the on-going support of kids who raise money for The Hospital for Sick Children throughout the year.

“Daniel’s support is in the spirit of Kids Believe in SickKids and reflects the importance of children supporting others,” said Paula Roberts, vice-president, SickKids Foundation.

Star of the television shows *I Dare You* and *This is Daniel Cook*, Daniel kicks off his official duties at the CIBC World Markets Miracle Day, Wednesday, December 6 at 9:30 a.m. where CIBC World Markets Children’s Foundation will donate \$10,000 to Daniel’s charity of choice – SickKids Foundation.

“I hope to make other kids aware of their potential to do great things like raise money for SickKids and inspire them to think about helping kids who need some extra special care,” said Daniel.

Daniel recently participated in the inaugural Kids Believe in SickKids Awards, which recognized five outstanding young leaders who made a difference in the lives of other children through money raised for SickKids.

“One of the award-winners actually donated money from his bar mitzvah and another made and sold bracelets to help support her sister,” Daniel said. “There are so many ways kids can get involved.”

Added Roberts, “Daniel seemed genuinely touched by the initiative shown by some of the participants in the program this past year. It is wonderful that he now wants to inspire his peers to do the same – a leader in his own right.”

As the official spokesperson, Daniel will continue to help SickKids Foundation recognize and inspire the work of young philanthropists throughout the year through his participation in Kids Believe in SickKids events.

Kids Believe in SickKids was launched in 2005 to inspire children to get involved in fundraising. Everyday children are learning that their efforts make a difference in their community. To get involved visit [www.sickkidsfoundation.com/kidsbelieve](http://www.sickkidsfoundation.com/kidsbelieve).

- 30 -

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