

FOR IMMEDIATE RELEASE

KIDS HELP BUILD PLAYGROUND FOR CHILDREN'S AID SOCIETY

**TVO's "GIVER," York Region Children's Aid Society, Newmarket Children's Dream
Foundation team up to build new playground**

NEWMARKET, ON, July 15, 2011 – Children supported by York Region Children's Aid Society (YRCAS) will now have a fun place to play thanks to a new, much-needed playground being built at the Leslie Street office in Newmarket.

The playground build is part of a new TVO kid's show called "GIVER" (produced by Sinking Ship Entertainment) that will begin airing this fall. The show engages groups of local children in communities across Ontario to revitalize playgrounds in need of love and restoration.

"The fact that York Children's Aid didn't have a playground at all was something we saw as a huge opportunity to fill a need," says GIVER Producer Kristen McGregor. "We are very excited to work with local children and Children's Aid employees to build a fabulous playground for kids to reconnect with their families and just be kids."

YRCAS was one of 60 applicants to the TV show looking for support to build a new outdoor playground and was the only organization chosen to receive one in York Region. The car-themed playground – called "a drive through Ontario" – will be built in the front parking lot of YRCAS and will provide kids and their visiting parents a safe, fun, relaxing space to meet and play. YRCAS has been in need of a playground since the Leslie Street office opened in 2007.

GIVER worked with YRCAS to create the playground, co-ordinated the project and provided \$10,000 toward the cost of the project. The \$20,000 cost of the main playground structure, which features a carwash, drive thru, toll booth and interactive panels for kids and parents to learn together, was generously donated by Newmarket Regional Councillor John Taylor and the Newmarket Children's Dream Foundation Committee.

"The committee is thrilled to know York Children's Aid is finally getting a playground and that we were able to help assist with funding," says Newmarket Regional Councillor John Taylor. "This new playground will be instrumental in helping the children and families supported by York Children's Aid."

Other local businesses, including Powell Contracting, Active Playgrounds, RONA and RC Design, have generously donated fencing, toys, and other equipment and supplies to the playground. Local food and catering companies including, M&M Meat Shops, No Frills, Molisana Bakery, Maunders Catering and Starbucks, are providing food and beverages for the kids and volunteers building the playground.

The playground will be built in three days – July 15, 16, 17 – with the help of six children ages 7-12 years. The children will help build soapbox race cars, plant a garden, and paint various items that are part of the playground. The children will be volunteering alongside YRCAS Executive Director Patrick Lake and other YRCAS employees who are donating their time to the project.

About GIVER

GIVER is a new TV series about enterprising 7-11 year-old kids that work together to reclaim and enhance playground spaces in communities across Ontario. A group of six kids must decide on a theme for their playground, what equipment to use, how they're going to pay for everything and, did we mention, they only have three days to do it! Each episode will feature an enthusiastic duo of hosts to assist them, a handy carpenter, and a multi-talented artist who will work with the kids to see that their new playground vision is brought to fruition.

About Sinking Ship Entertainment (Production Company for GIVER)

Sinking Ship Entertainment is an award winning television and new media company dedicated to creating groundbreaking live-action programming and cross-platform new media content. Since its inception in 2002, Sinking Ship has created, produced and directed some of Canada's most successful children's programs to date including, "This Is Daniel Cook," "This Is Emily Yeung," "Roll Play," "I Dare You!," "Are We There Yet?: World Adventure," "The Jungle Room," "The Ocean Room," and their latest adventure, "Dino Dan." The company has produced 10 series that can be seen in over 130 countries.

About Newmarket Children's Dream Foundation

The Newmarket Children's Dream Foundation and Golf Tournament was founded by Regional Councillor John Taylor and a group of Newmarket residents who wanted to offer all children in Newmarket the same opportunity to exercise and play. The Foundation's focus is on underserved communities and organizations within Newmarket. The Newmarket Children's Dream Foundation was founded in 2010 and is currently working on two playground/park projects in Newmarket.

About York Region Children's Aid Society

York Region Children's Aid Society is a non-profit organization whose mission is to work in partnership with our increasingly diverse community to protect children from abuse and neglect and provide a safe, secure and caring environment. Ontario Children's Aid Societies are mandated by the Child and Family Services Act to investigate allegations or evidence that children under the age of 16 may be in need of protection and to protect children where necessary.

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