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FOR IMMEDIATE RELEASE

Sixty-four Volunteers Embark on a 40 km Paddle and Portage Along Toronto's Waterfront for Canoe Heads For Kids - A Fundraiser to Send Underprivileged Kids to Summer Camp



What: The fourth annual Canoe Heads For Kids event will see eight teams of former summer camp pals – each raising \$5,000 in pledges – strap canoes to their backs and embark on a grueling 40 km paddle and portage along Toronto's waterfront to raise \$45,000 for Amici Camping Charity, a registered charity that sends underprivileged children to summer camp.

When: Saturday June 4th, 2011 from 6:00 a.m. to 4:00 p.m.

Where: **6:00 a.m.** Teams depart from Harbourfront Canoe and Kayak Centre (283A Queen's Quay West).
8:00 a.m. Photo opportunities as teams arrive at Victoria Park Beach (foot of Nursewood Road).
8:30 a.m. Teams begin portage along Beaches Boardwalk and Martin Goodman Trail, then along Lakeshore Boulevard Trail to Cherry Street.
9:30 a.m. Photo opportunities at the Distillery District, The Esplanade and St. Lawrence Market.
11:30 a.m. Photo opportunities at Simcoe, Rees and Spadina wavedecks.
12:30 p.m - 1: 30 p.m. Lunch and speech at Humber River Bridge.
3:30 p.m. Finish at Harbourfront Canoe and Kayak Centre.

TORONTO – May 10, 2011: Led by a core group of devoted volunteers and inspired by the belief in the positive impact that summer camp has on children and youth, **Canoe Heads for Kids** is an annual fundraising event that supports **Amici Camping Charity**, a registered charity that sends children from low-income families to over 26 different Ontario summer camps for as many years as each child requires financial support.

(more)

“Many of us involved with **Amici** were fortunate as children to experience the magic of summer camp – a safe, supportive place to play outdoors, make new friends and learn the importance of co-operation, teamwork, responsibility and leadership. As adults, the **Canoe Heads For Kids** participants rely on these same camp values during the tough 40-kilometre trip, as they flex their muscles to give deserving children invaluable camp experiences,” said **Jennifer Wilson**, Interim Executive Director for **Amici Camping Charity**.

Now in its fourth year, **Canoe Heads for Kids** has grown from 8 participants to a 64-person endeavor, on track to raise \$45,000 this year. To date, **Canoe Heads for Kids** has raised \$53,000 and provided more than 50 kids with a summer camp experience.

Amici Camping Charity is a registered charity that sends deserving children from low-income families to summer camps in Ontario. It is an organization of volunteers who strongly believe that summer camp contributes to the social, physical and spiritual development of youth ages six to seventeen. **Amici**'s fundraising events include **Canoe Heads for Kids**, **Amici Ball Hockey Tournament**, **John R Latimer Golf Classic**, **The Highland Yard Run/Walk**, **Tees and Tiaras** and **The Amici Mile at Woodbine Racetrack**.

To view the Canoe Heads for Kids route or to make a donation, please visit: www.amicicharity.org

Available for interviews:

Jennifer Wilson, Interim Executive Director, Amici Camping Charity

Will Nelson and Stuart Snyder, Founders and Participants, Canoe Heads for Kids