



KidSport™ teams up with Wonder+ “So ALL Kids Can Play”

Every Wonder+ product sold helps KidSport kids from coast to coast

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Richmond, BC – KidSport and Wonder+ will join forces this January and February to provide Canadian children with more opportunities to get in the game. With the support of the Wonder+ Dreams Begin with Play initiative, KidSport will continue to help children enjoy the long-lasting benefits of sport participation and create sustainable legacies in communities across the country.

For the months of January and February 2010, whenever a Wonder+ product is purchased, 10¢ will be donated to KidSport with the ultimate goal of contributing \$70,000 by the end of the Vancouver 2010 Olympic Winter Games.

“With an estimated 18% of Canadian children living below the poverty line, it is increasingly important for us to develop KidSport awareness and infrastructure across Canada,” said Sandra Stevenson, CEO of KidSport Canada. “With the help of Wonder+, we are better prepared to serve the influx of children who will be inspired to participate in sport following the Vancouver 2010 Olympic and Paralympic Games.”

The purchase of Wonder+ products will enable KidSport to provide Canadian children with:

- The opportunity to participate in a season of children’s sport programming;
- Healthy habits that will last their whole lives;
- Valuable life lessons and skills including a positive self-image, a sense of accountability and a strong work ethic;
- Access to mentorship and guidance from coaches and the sport community

Since its inception, KidSport has enabled over 250,000 children to play sport across the country. Established by Sport BC in 1993, KidSport is now present in over 175 communities across Canada and continues to expand its reach to ensure children nationwide have the opportunity to experience the power of sport.

About KidSport:

KidSport is a community-based sports funding program that provides grants for financially disadvantaged children ages 6 to 18 to participate in amateur sport and learn valuable life lessons and skills. For more information about KidSport and how you can help in your community, please visit www.kidsport.ca.

About Wonder+:

As the most recognized name in the bakery industry, Wonder+ has been serving Canadian families for over 80 years, and is dedicated to helping communities grow. Wonder+ is truly part of a Canadian childhood and this dedication goes beyond nurturing children with food they love. Wonder+ believes healthy children contribute to the development of healthy communities. Through the Dreams Begin with Play Initiative, Wonder+ encourages strong community spirit by promoting active lifestyles and play in particular, among children.



KidSport

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