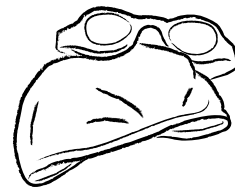




Building: Self-confidence, Self-esteem, Leadership, Strength, Futures.



Can I Play?

The way we see it, the answer should always be yes. However, one in three Canadian families cannot afford to enrol their children in sport and recreational activities because of financial barriers*.

The Canadian Tire Jumpstart program is dedicated to removing these barriers so kids can get in the game.

We see it as life-equipment, because participation in organized sport and recreation increases a child's chance for success in life.

They discover. They participate. They gain self-confidence. They develop self-esteem. They learn leadership skills. They enrich their lives.

* IPSOs Reid: 2009

How does Canadian Tire Jumpstart work?

Canadian Tire Jumpstart has a network of over 300 local chapters. Each chapter is volunteer-based and includes representatives from Canadian Tire stores, Canadian Tire dealers and petroleum agents, and community leaders.

Collectively, chapters work with more than 700 non-profit organizations including Big Brothers & Big Sisters of Canada, Canadian Parks and Recreation Association and the YMCA-YWCA. Together, they discreetly identify kids with the greatest need in their community. Canadian Tire Jumpstart then covers registration, equipment and/or transportation costs to help recipients participate in a sport or recreational activity of their choice.

This model helps us ensure that funds are directed to those who need it most.

To become part of a chapter or to inquire about funding for a child in need*, call 1-877-616-6600.

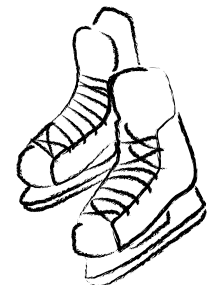
*A financial needs assessment will be required to determine eligibility.

What can I do to help?

Canadian Tire Corporation and its vendors generously fund all the general and administrative expenses of the Canadian Tire Jumpstart program. This ensures that **100% of customer donations go directly to help kids** in financial need participate in organized sport and recreation.

Anyone can make a donation: kids have donated their birthday party money; families have donated in memory of a loved one; employees have lent their support by participating in fundraising events.

Donate: www.canadiantire.ca/jumpstart.



Giving Kids a Sporting Chance

What is Canadian Tire Jumpstart?

Canadian Tire Jumpstart is a national charitable program launched by the family of Canadian Tire companies in 2005.

The program helps financially disadvantaged kids (ages 4-18) participate in organized sport and recreation by covering registration, equipment and/or transportation costs.

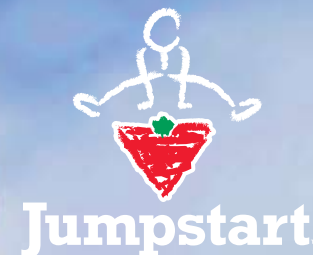
For some kids, the program gives them the chance to experience a sport for the very first time. For others, it is the boost they need to continue with an activity they love.

Since its inception, the Canadian Tire Jumpstart program has given more than 250,000 kids a sporting chance. With your support, we can help even more!



Jumpstart

Giving kids a sporting chance.



Jumpstart

Giving kids a sporting chance.

To learn more or donate visit
www.canadiantire.ca/jumpstart

Canadian Tire Jumpstart
 P.O. Box 700, Station K Toronto, ON, M4P 2V8
 1-877-616-6600
jumpstart@cantire.com

A Special Thank You to Our Major Supporters



Canadian
Heritage
Sport Canada

Patrimoine
canadien



New Brunswick



Manitoba

#1379 29 451 RR 0002
 096-1938 11/2010