



Partner Release: February 29, 2016

The ROC Partners With Canadian Tire Jumpstart Charities to Promote Physical Activity for Children and Youth in Prince Edward County

Picton ON – After 10 years as a partner with Canadian Tire Jumpstart Charities, the County of Prince Edward is pleased to announce that the Recreation Outreach Centre (ROC) has agreed to become the dedicated Chapter Community Partner effective March 1, 2016. Canadian Tire Jumpstart is about more than just getting kids age 4 to 18 active. It is about giving kids from families in financial need the same opportunity to participate as their neighbours, their classmates, and their friends, ensuring that all kids have the chance to play, learn, grow and have fun.

The ROC is a great fit with Canadian Tire Jumpstart. ROC is a registered charity that builds RELATIONSHIPS, provides OPPORTUNITIES, and creates CONNECTIONS through programs that support personal, social, and academic development for youth in Prince Edward County. Empowering young people to discover, develop, and achieve their potential through recreation programming and outreach mentoring. The ROC Executive Director, Darlene Thompson stated: “We are happy to enhance our partnership with Canadian Tire Jumpstart Charities. The core values of the ROC and Jumpstart align with each other and make for a more accessible experience for our young people and families in Prince Edward County.”

In the past 10 years, the Picton Chapter has supported 1,287 Prince Edward County children in the amount of \$128,000. Support for this program has been very important and in 2015 two organizations contributed to the fundraising efforts to ensure children could participate in physical activities within this community.

The community would like to thank the County Red Necks who raised \$5,000 through their Annual Ball Tournament and the first Golf Tournament and Picton Dental Centre who raised \$165.00 for Jumpstart last September.

Canadian Tire Associate Dealer, Jason Quesnelle stated: “On behalf of Jumpstart, I would like to thank The County of Prince Edward and Wendy Lane for all the support over the past 10 years in giving kids a chance to get physically involved in sporting activities. The ROC is a natural fit and we are excited it is going to become the Jumpstart champion for our community.”

With registration for spring sports programs starting soon, anyone in need of funding assistance for physical activity registration for children age 4 to 18 years should apply as follows:

- Call 1-844-YES-PLAY, or visit:
<http://jumpstart.canadiantire.ca/en/what-we-do/want-to-apply>

- Submitting a registration form: the ROC office at 280 Main Street Picton, Main Floor
- Contacting Lesley Lavender at the ROC: phone – 613.476.7901 x219
Email – lesley@theroc.ca

Donations and fundraising events are always accepted by contacting the Picton Canadian Tire Store or the ROC. All funds raised stay in the community to help local kids. The requests often are greater than the funds raised so every amount donated helps. The County of Prince Edward remains supportive of keeping kids active for those that cannot afford their activities and will continue to provide assistance as needed to the ROC in its new role.

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For further information regarding this announcement please contact:

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Darlene Thompson, Executive Director, the ROC
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Photo: left to right

Darlene Thompson, ROC; Wendy Lane, County of Prince Edward; Lesley Lavender, ROC.

