



NewsBrief

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Toronto invests in Police & Youth with the *ProAction IPO*



ProAction Directors celebrate the launch of their "Initial Public Opportunity" with Deputy Chief Jane Dick of the Toronto Police Service at the Toronto Stock Exchange.

strengthening Toronto communities by creating positive relationships between police and youth include: Chief William Blair, Toronto Police Service; Eugene Levy, icon of Canadian TV and film; Jim Treiving, Former RCMP officer, Chairman of Boston Pizza International and TV personality on CBC's Dragons' Den; and Ross Sinclair, ProAction Cops & Kids President and Partner of the Audit & Assurance Group at PricewaterhouseCoopers.

The IPO campaign launched on Tuesday March 10 with ProAction Directors, Toronto police officers and Deputy Chief Jane Dick, representing Chief Blair, opening the markets at the Toronto Stock Exchange. ProAction hopes to raise \$150,000 from this initiative. Proceeds will go towards ProAction's funding of Toronto Police programs for youth at risk. Shares are available to purchase for \$100 each at www.copsandkids.ca.

ProAction Cops & Kids has launched the first-ever "Initial Public Opportunity" focusing on police-youth programming in the City of Toronto where the public can invest in the community by purchasing shares in the charity for just \$100 each. And the feedback couldn't be better!

"I have never heard of a better investment opportunity than investing in the great leadership potential of Toronto's young people with the ProAction Cops & Kids IPO," says Kevin O'Leary, a Lead Investor with the ProAction IPO, and TV personality on CBC's Dragons' Den.

"In these difficult economic times, no investment is a sure bet. But ProAction Cops & Kids is one stock you can count on to perform at its best, despite market conditions," agrees Don Fox, ProAction Director and CIBC World Markets Managing Director. "Investing in our community should be a top priority for your portfolio this year – ProAction won't let you down."

Other Lead Investors committed to ProAction's goal of

OUR MISSION

We believe that establishing a positive relationship between cops and kids at risk will strengthen our community today and for the future. By funding programs that bring local cops and kids together, we help create an environment that promotes mutual understanding and respect.



Cops & Kids together: A recipe for success

The way to a person's heart is through their stomach, leading Constables Amy Handsor and Sharon Myers to feel certain that they could connect with youth by learning to cook with them.

Fifteen youth aged 14-18 from Scarborough took part in the weekly cooking program at Maplewood High School alongside the officers and two professional chefs. The teens were split into two groups each week to make learning easier. One group focused on making that evening's meal, while the other made another healthy meal for the youth to take home to enjoy during the week. Each week had a new theme such as pizza, pasta, cakes, chicken and more.



New Look for CopsandKids.ca

The ProAction website has had a major facelift! Our new and improved website provides visitors with the same information about ProAction programs and practices in a modern, easy-to-read format. The new website also provides easy access to applications and forms to police officers in all 3 ProAction Chapters: Toronto, Durham and Hamilton. Please visit our new website today at www.copsandkids.ca/





Along with learning new recipes and cooking techniques, police and youth worked together to plan the meals and ensure the menus were nutritious and delicious. Once dinner was ready, the entire group sat down together to eat, enjoy each other's company and discuss various issues facing the youth in their everyday life. The group also worked together to do the dishes and clean the kitchen after dinner.

To cap off the program, the youth were able to invite 2 guests for dinner, along with other special guests from the community, to showcase their new cooking skills. The meal was a great success. As a goodbye gift, Constables Handsor and Myers presented each youth with their own cookbook containing the recipes they learned during the

program and ProAction-themed chef hats and aprons.

It was clear from the community dinner that the officers and youth made a strong connection, as they weren't quite ready to say goodbye to each other just yet. At the beginning of the program, the youth kept their distance from the officers, but as they came to see the officers as human beings, a real friendship began to form and by the final dinner, the kids were hugging the officers and making plans to see them again soon. Constables Handsor and Myers are happy knowing they have had such a positive impact on the youth and are confident that they have created friendships with the kids that will last long after the program concludes.

Upcoming ProAction Events

ProAction Cops & Kids has a variety of exciting events taking place throughout the year. For more information on any of the following events, please contact Event Coordinator, Meredith Hopper, at 416-222-7011 or meredith@copsandkids.ca.

ProAction Cops & Kids Annual General Meeting & Awards Night

Tuesday May 12, 2009
Public Presentation: 4:00 pm, Reception: 5:00 pm
Toronto Police Headquarters

ProAction Hamilton Chapter Elite Police Training

Thursday May 14, 2009
Various locations throughout Hamilton
Limited spaces still available! \$500.00 each.

ProAction Presents Elton John & Billy Joel

Tuesday May 26, 2009
Pre-show dinner: 5:00 pm, Restaurant TBA
Concert: 7:30 pm, Air Canada Centre
Limited tickets still available! \$600.00 each.

13th Annual ProAction Cops & Kids Golf Tournament

Thursday September 17, 2009
Coppinwood Golf Club, Uxbridge
Foursomes and sponsorship opportunities still available!

Guiding kids to a brighter future

YES!

I would like to support ProAction's programs for kids.
I've enclosed a donation for...

\$50 \$100 \$250 Other \$ _____

Pay by cheque payable to ProAction Cops & Kids

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Visa

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I would like to receive ProAction information via email. Email address: _____

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Your privacy is important to ProAction. We will only use your personal information for the purpose for which it was collected. ProAction Cops & Kids does not trade, sell or share donor information.

ProAction Cops & Kids

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Charitable registration
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¹ Hamilton Chapter Donor

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To make a donation to **ProAction Cops & Kids** please visit our website at www.copsandkids.ca or contact us directly:

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A receipt for income tax purposes will be issued.
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