

## Press Release

April 26, 2010



### **JOIN NORTH AMERICAN VAN LINES & CANADA COMPANY IN A FUNDRAISER FOR FAMILIES OF FALLEN SOLDIERS FOR THIS ONCE IN A LIFETIME EXPERIENCE**

**TORONTO, April 26, 2010** – Canada Company, a charitable business group will stage a seven (7) day run and bike marathon challenge named ‘**Canada Company Tour de Force**’ in **September** to raise money for scholarships for the surviving offspring of fallen Canadian Forces personnel. **North American Van Lines Canada** is a major participant and leader in this event.

Runners and cycling enthusiasts are encouraged to sign up for this event and to begin fundraising early. The funds raised will be used for scholarships of up to \$16,000 each to help defray the costs of a post secondary education.

This unique journey will be divided into seven (7) 85 km. stages, each day concluding with a community celebration featuring local celebrities and musicians. The marathon schedule is as follows:

<u>Date</u>	<u>Starting Location</u>	<u>Ending Location</u>	<u>Event Location</u>
September 10 <sup>th</sup>	Toronto, ON.	Newcastle, ON.	Oshawa, ON.
September 11 <sup>th</sup>	Newcastle, ON	Trenton, ON.	Trenton, ON.
September 12 <sup>th</sup>	Trenton, ON	Kingston, ON.	Kingston, ON.
September 13 <sup>th</sup>	Kingston, ON.	Brockville, ON.	Brockville, ON.
September 14 <sup>th</sup>	Brockville, ON.	Cornwall, ON.	Cornwall, ON.
September 15 <sup>th</sup>	Cornwall, ON.	Hudson, QC.	Hudson, QC.
September 16 <sup>th</sup>	Hudson, QC.	Montreal, QC.	Montreal, QC.

North American Van Lines Canada, led by Kevin Devereux, along with two major agents, Joe Gagnon, President of Westmount Moving and Warehousing in Montreal, and Scott Mackie, Executive Vice-President of Mackie Moving Systems Corporation in Oshawa, will be leading this adventure. There are numerous supporters and participants already committed to this

worthy cause across the business and sports communities including Blake Goldring, Chairman of Canada Company and Chairman and CEO, AGF Management Ltd.

This event will kick off on **September 10<sup>th</sup> at 8:30 a.m. in Toronto** with welcoming remarks followed by a media session and then the “Tour de Force’ will begin.

For more information email [info@canadacompany.ca](mailto:info@canadacompany.ca) or visit  
[www.canadacompany.ca/tour-de-force](http://www.canadacompany.ca/tour-de-force)

### **About Canada Company**

Canada Company, created in 2006, brings community leaders from across Canada together to support Canadian soldiers and their families. The Canada Company Scholarship Fund was created in 2008 to supplement benefits available to the children who have had a parent perish while on duty. Awarded annually, the scholarships provide \$4,000 per year for up to four years for children who qualify. These scholarships help to offset tuition fees and other living expenses required to complete a post-secondary education and have been awarded ten times since 2008.

### **About North American Van Lines Canada**

Established in 1952 in Canada, North American Van Lines is a full service moving and storage company with agents throughout Canada and the United States with strong ties to the International Market throughout the world. A van line that supports The Children’s Wish Foundation, The Children’s Miracle Network and other charitable causes. North American along with their agents are also the official Movers of the Toronto FC Football Club, Hamilton Bulldogs, Kitchener Rangers, Montreal Canadiens, Montreal Alouettes and the Montreal Impact.

For more information, or to arrange interviews with Canada Company spokespersons and/or scholarship recipients, please contact:

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