



April 17, 2007

### ***Today's Parent* to donate \$50,000 to children's charities in Canada**

At a special event today, *Today's Parent* magazine will honour five individuals chosen as winners of the fourth annual *Today's Parent* For Kids' Sake Awards. Each of these Canadians saw a need and found a way to make a difference in children's lives. *Today's Parent*, in partnership with KRG Children's Charitable Foundation, will donate \$10,000 to the registered charity of each winner's choice, ensuring that their efforts keep on paying dividends for Canadian kids.

"These people are so inspiring and their efforts are truly amazing," says editor-in-chief Caroline Connell. "*Today's Parent* is proud to honour them and make sure Canada's kids continue to benefit from all they do."

What: *Today's Parent* For Kids' Sake Awards

When: Tuesday, April 17 Program begins at 8:30 am

Where: The Sutton Place Hotel - Stop 33, 955 Bay Street (Bay and Wellesley)

#### *Today's Parent* 2007 For Kids' Sake Award Winners

Deborah Moore, Toronto, ON

This crusader, who was inspired by watching her son's determined spirit fighting an illness, decided something good had to come from this struggle. In 2002, she organized a gala event call Liam's Light: An Evening of Hope and raised enough money for a research grant to Toronto's Hospital for Sick Children. She has now raised more that \$400,000 for the hospital and last May opened up Liam's Light Step Down Unit, designed for kids who are recovering after organ transplants.

Norma Kejick, Sioux Lookout, ON

After her nephew killed himself, this lifesaver made a decision to dedicate herself to stopping youth suicide in her First Nations community in Northern Ontario. Norma, a mother of four and grandmother of four, decided it was time to do something because she didn't want to be another mother planning a funeral. By February 2006, she had launched the Yellow Ribbon program in four high schools and there are several teens who credit the program with saving their lives. She has since been invited to present the program to schools in other First Nations communities and she organized an annual Walk for Life to raise awareness of youth suicide.

Cliff Chadderton, Ottawa, ON

In 1944, at the age of 25, Cliff Chadderton lost his right leg to a Nazi grenade. Upon his return home, he received help from War Amps. Two decades later, he became the CEO of the organization and transformed it to focus on the needs of child amputees. In 1975, he launched the CHAMP program which brings young amputees together to show one another what's possible. Even after 42 years at the helm, Cliff is still going strong. In 2006, he launched a program designed to teach amputees to become webmasters.

Marilyn Sing, Victoria, BC

In January 2004, Marilyn Sing and five friends were discussing ways to help young people develop communication skills, confidence and creativity. Out of that discussion, Marilyn came up with OCTA (Only Creative Thinking Allowed) which launched artsREACH in 2005. This program brings arts workshops into schools and now reaches about 2,000 kids annually. The volunteers talk about watching students morph in front of their eyes as their self-esteem and confidence grows.

Christine Wandzura, Calgary, AB

In 1990, Christine Wandzura approached the Canadian Cancer Society for help to launch a summer camp for children with cancer in Alberta, after her son had attended such a camp in BC. Though her son lost his battle with brain cancer the following spring, Christine started Kids Cancer Care Foundation of Alberta, which has now broadened its mandate to include clinical support and funding research into childhood cancer. The focus, however, remains on the camps. As Christine says, "It's about hearing a parent say, 'He's been home for three weeks now and he still can't stop talking about the camp.'"

Photo, video and interview opportunities available on-site following program. The full story is available in the May issue of *Today's Parent*, on newsstands now and on our website, [www.todaysparent.com](http://www.todaysparent.com)

About *Today's Parent*

As Canada's No. 1 parenting magazine, *Today's Parent* is committed to helping parents build happy, healthy families. Speaking to moms and dads of children from birth to 14, articles tackle the complete range of parenting issues, including health, education and behaviour.

For further information: or to book interviews contact:

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