



For Immediate Release
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***Caring For Others* Program Teaches Kids That You're Never Too Young To Care**

United Way and the Toronto District School Board
launch new program for grade four students

TORONTO – Donating food to a food bank, opening the door for someone with an armful of groceries or saying sorry – these are just a few examples of caring behaviour promoted by *Caring For Others*, United Way of Greater Toronto's new program for grade four students.

Caring For Others promotes voluntarism and kindness to others. It is based on an age-appropriate activity booklet developed by United Way in partnership with the **Toronto District School Board** (TDSB) to complement the Civics component of the grade four curriculum. Full of colourful illustrations and creative exercises, *Caring For Others* helps make learning about civic responsibility fun for kids.

Caring For Others is being distributed to grade four students in TDSB classes across the city and can also be downloaded from www.unitedwaytoronto.com. The on-line version of *Caring For Others* includes interactive word searches, matching games and true and false quizzes that allow kids to check their answers as they go.

The booklet's imaginative approach to caring was brought to life today at a launch at Parkdale Junior and Senior Public School. Children's author and *Success By 6* chair **Arlene Perly Rae** introduced *Caring For Others* to an assembly of grade four students along with **Jennifer Lynn**, past chair of United Way's Board. The students at Parkdale turned the launch into a fun-filled display of caring, entertaining the audience with stories of how they have helped others, and their winning answers to a true or false caring quiz.

"By engaging students in fun and meaningful activities that foster civic responsibility, *Caring For Others* helps to lay the groundwork for healthy communities now and in the future," said

Perly Rae. “Grade four is an ideal time to introduce *Caring For Others* to students, since kids at this stage are learning about communities and developing a real awareness of neighbourhoods.”

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Caring For Others was designed to be easily incorporated into grade four lessons. The program also includes an *Educators’ Companion* that provides teachers with suggestions to enhance the learning experience by incorporating field trips, homework and special assignments.

Five Toronto schools, including Parkdale Public School, St. Andrews Public School, Seneca Hill Public School, Broadacres Junior School and Sheppard Public School have been chosen to create artwork illustrating caring that will be displayed on billboards across Toronto. The billboards, sponsored by **VIACOM Outdoor**, will showcase students’ creativity and imagination while reinforcing the caring message in the community.

Printing of the *Caring For Others* booklets is sponsored by **Xerox Canada**. “Xerox Canada is a longtime supporter of the United Way and its many important programs across Canada,” said **Vlad Haltigan**, Manager, Product and Event Marketing, Xerox Canada. “In this case, the United Way of Greater Toronto asked Xerox to provide support based directly on what we do best, as makers of digital colour printing equipment. We jumped at the opportunity, and the *Caring for Others* booklet is the result.”

United Way of Greater Toronto strengthens neighbourhoods by funding a network of 200 social and health service agencies that help give young children a healthy start in life, provide opportunities for youth, support abused women and their children, assist isolated seniors, and help disabled and homeless people as well as newcomers to Canada.

Xerox Canada has a long tradition of partnering with United Way and volunteering in the community. In addition to corporate support, employees in each region that Xerox Canada operates donate their time and money to help raise funds for United Way. To find out more about Xerox Canada’s community involvement, or to obtain funding guidelines, please visit www.xerox.ca.

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