



For Immediate Release

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## **From York Region to Uganda: Upper Canada Mall Scores Big with Athletic Jersey Drive to Benefit Kids in Africa**

Students in York Region Challenged to Collect Athletic Uniforms to Support Kids' sports programs in northern Uganda

**NEWMARKET, ON**— Upper Canada Mall is kicking off the 2010 FIFA World Cup by spreading football fever and goodwill across York Region, all the way to Africa. The centre has launched an Athletic Jersey Drive in partnership Athletes for Africa, challenging students in York Region to collect gently used uniforms to support youth in northern Uganda, an area that is in the midst of a crucial reconstruction effort after being gripped by civil war for more than two decades. From May 11<sup>th</sup> to June 10<sup>th</sup>, students are encouraged to collect athletic uniforms of all types and drop them off at Guest Services at Upper Canada Mall. The school that collectively donates the most jerseys by June 10<sup>th</sup> will score big and win a soccer prize pack for their school and a special performance by Freestyle Soccer—the Harlem Globetrotters of the soccer world.

“We’re thrilled to partner with Upper Canada Mall for this fantastic initiative” says Adrian Bradbury, Executive Director of Athletes for Africa. “It’s the first time our organization has launched an initiative of this type and the response from students has been tremendous. Sport is a universal learning experience. Through this experience, our goal is to promote global citizenship and empower the next generation of youth in Africa,” continues Bradbury.

“Upper Canada Mall is a proud supporter of local sports clubs. Every year, the centre sponsors more than 30 soccer teams in the York Region community, and believe in the positive impact of sports on youth,” says Lucia Connor, Marketing Director of Upper Canada Mall. “This jersey drive provides a tremendous opportunity for kids in York Region to help kids in other parts of the world, and we’re proud to be a part of it.”

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On June 11<sup>th</sup>, Upper Canada Mall will kick off the community Jersey Drive to include public participation. To view the school competition scoreboard, visit [www.uppercanadamall.com](http://www.uppercanadamall.com).

- Who:** Upper Canada Mall and Athletes for Africa
- What:** Athletic Jersey Drive – Student Challenge
- Where:** Upper Canada Mall, Guest Services  
17600 Yonge St (at Davis)
- When:** May 11 – June 11, 2010
- How:** Gently used athletic uniforms can be dropped off at Upper Canada Mall Guest Services located on the upper level by Dynamite.

**About Upper Canada Mall**

Upper Canada Mall is a community shopping centre with over 230 stores and services. Located at the corner of Yonge Street and Davis Drive, Upper Canada Mall is highly involved in the community and has developed a variety of partnership programs. Upper Canada Mall is owned and managed by Ivanhoe Cambridge. Ivanhoe Cambridge is a recognized leader in the Canadian real estate industry. It is one of Canada's pre-eminent property owners, managers, developers and investors. Headquartered in Montreal, Quebec, the company focuses on high-quality shopping centres located in urban areas. Its real estate portfolio consists of more than 39 million square feet of retail space and includes 50 regional and super-regional shopping centres. For more information, please visit [www.uppercanadamall.com](http://www.uppercanadamall.com) or [www.ivanhoecambridge.com](http://www.ivanhoecambridge.com).

**About Athletes for Africa**

Athletes for Africa is a growing global network committed to promoting and protecting human rights and providing education and opportunities that empower African youth. A4A leverages the power of sport to raise awareness and funds for projects fostering social and economic development in northern Uganda, southern Sudan and the Democratic Republic of Congo. For more information, visit [www.athletesforafrica.com](http://www.athletesforafrica.com).