



For Immediate Release

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GOAL!!! York Region Students Donate More than 1,000 Athletic Uniforms to Upper Canada Mall's Jersey Drive to Benefit Kids in Africa

-As school challenge ends, community Jersey Drive launches on first day of World Cup-

NEWMARKET, ON—The World Cup isn't the only place you'll find fierce athletic competition... York Region students have shown their own competitive nature, all for a good cause. After a region-wide school challenge, Upper Canada Mall is thrilled to announce the centre has collected more than 1,000 athletic uniforms from students across York Region to benefit kids in Africa. In partnership with Athletes for Africa, the first phase of the centre's Jersey Drive challenged students to collect gently-used uniforms for youth sports programs in war-torn northern Uganda. Students at Newmarket High School were the challenge winners, donating a total of 606 uniforms and scoring big themselves by winning a special performance by Freestyle Soccer and new soccer equipment for their school, along with infinite high-fives from the community.

With the school competition complete, Upper Canada Mall is extending the invitation to the public, inviting shoppers to donate athletic uniforms of all types during the centre's World Cup festivities from June 11th – July 11th, 2010. Feeling the fever, the centre has transformed Centre Court into its very own soccer pitch, complete with AstroTurf and flat screen televisions, for shoppers to catch all the World Cup action.

"The donations received from students has been truly inspiring," says Lucia Connor, Marketing Director at Upper Canada Mall. "This is the first year of this program and we couldn't be happier with the turn out. Through initiatives like this one, we are providing kids in York Region with an opportunity to set an example for peers and help kids in other parts of the world, and we're proud to be a part of it."

To view the final school competition scoreboard, visit [www. uppercanadamall.com](http://www.uppercanadamall.com).

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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 or 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.