

Whitby Minor Baseball Association

Whitby Minor Baseball Association Unites With Childhood Cancer Foundation
To Help In Childhood Cancer Fight



Whitby, February 4, 2006

The Whitby Minor Baseball Association (WMBA) has joined hands with the Childhood Cancer Foundation Candlelighters Canada (the Foundation) to assist in the fight against childhood cancer. More than 10,000 children in Canada are currently experiencing cancer and more than 1,500 are diagnosed each year. Cancer kills more Canadian children than the five most toxic diseases combined.

“This represents a unique opportunity for our Association,” says WMBA President, Ray Baker. “Our joint fundraising efforts will raise valuable funds for community support services for families and for childhood cancer research. And in the process, our kids will learn some powerful lessons about the joy and value of charitable giving.”

David Stones, President and CEO of the Foundation, echoes Baker’s comments. “This is our first real foray into children’s sports programs,” Stones says, “so it’s something of a pilot for us. But we’ve got some exciting events planned during the course of the summer. I think it can be a real win/win/win: a win for the Association; for our Foundation; and most of all for our kids with cancer and their families.”

The agreement will see a range of fundraising and information events happen over the coming months, including: sale of the Foundation’s green “We Will Win” wristbands and distribution of Foundation brochures during registration; hot dog sales; 50/50 draws; and “Toonies For Tots and Teens” at specified games, whereby fans, families and players will be given the opportunity to voluntarily donate a toonie to the Foundation.

Baker is also seeing interest from local sponsors who support the Association. “It’s a bit like a snowball going down a hill,” Baker says. “Our sponsors see the good that can come from this kind of relationship, and they want to be part of it. It’s great to see.

Nine-year old Jeremy Ashbury, entering his fourth year as a player in the WMBA sums it up best when he tell us: “It would be awful to get cancer and not be able to play baseball. We need to keep kids from getting cancer and help those who have it get back to playing games.”

The Childhood Cancer Foundation Candlelighters Canada is Canada’s only charitable organization dedicated to the fight against childhood cancer. The Foundation provides a range of programs and services to assist children and their families through their cancer journey; funds and promotes pediatric cancer research through a unique partnership with all 17 children’s hospitals and cancer treatment centres; and

advocates for progressive health and social policy in support of children with cancer and their families.

The Whitby Minor Baseball Association operates baseball programs in Whitby for some 1,400 children aged five through 20. These programs include houseleague, select and rep divisions.

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