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NEWS RELEASE

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**PROJECT HERO JOINS CANADA COMPANY TO SUPPORT CHILDREN OF
FALLEN SOLDIERS**

TORONTO – Project Hero and Canada Company have joined forces to provide the sons and daughters of fallen Canadian soldiers with the opportunity to get additional financial support for a post-secondary education. The two non-profit organizations made an official announcement today to solidify their commitment to support the families of Canadian Forces soldiers who have made the ultimate sacrifice.

“It’s an honour for Canada Company to take on Project Hero,” said Blake Goldring, chairman and CEO of AGF Management Ltd. and chairman of Canada Company. “Although nothing can soften the pain of losing a loved one, Project Hero aims to support the families of those who have made the ultimate sacrifice by giving their children the opportunity to receive the highest-quality education possible.”

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Project Hero was initiated in 2009 and created by retired General Rick Hillier and Honorary Lt. Col. Kevin Reed. “The focus of Project Hero is the children of fallen soldiers,” said Reed. “Working now with Canada Company and its members, we have the depth of support needed to meet our mandate and get the job done.”

Some of Canada’s most première universities and colleges have joined Project Hero, a program that offers four-year undergraduate scholarships to those who have lost a parent while on active duty. Canada Company also offers its own scholarship program that addresses the needs of students looking to obtain a post-secondary education. The Project Hero scholarship will take care of tuition, while the Canada Company Scholarship Fund will offer financial assistance for books and living expenses.

Canada Company is a non-political registered charity formed to financially and morally support members of the Canadian Forces, and their families. It also seeks to improve the links between the military, and business and community leaders. In addition, through charitable fund-raising, it provides a variety of services and programs such as scholarships for children of those killed on active service, and summer camps for children of Forces members who are deployed overseas. Canada Company was first formed in 2006. It is currently made up of more than 200 members, many of whom are active in business, the arts, sports and education.