

## NEWS RELEASE



### Canada Company Appoints Peter Hart as Managing Director

**TORONTO, March 22, 2011** – Canada Company: Many Ways to Serve today announced the appointment of Peter Hart as Managing Director. Peter will play a strategic role in managing the organization and leading initiatives that strengthen relationships between business and community leaders and those who serve in the Canadian Forces.

For the last 10 years, Peter has developed and managed a wide range of major fundraising initiatives for not-for-profit organizations including, Ride for Heart, Relay for Life, Tour de Greenbelt, Meagan's Walk and Independent Schools Winter Walk.

He has also produced world-class sporting events for major corporations such as, Pepsi, Miller High Life and General Motors.

Peter most recently served as Tour Director for Canada Company's 2010 Tour De Force. He will work closely with Canada Company's Board and membership to continue to further the goals of Canada Company.

"We are thrilled to have Peter join Canada Company," said Blake C. Goldring, Chairman of Canada Company and Chairman and CEO, AGF Management Limited. "He has an impressive record of success managing fundraising initiatives and events within the non-profit sector leveraging his strong corporate partnerships. With Peter's experience and leadership, Canada Company can do even more to support Canada's military and their families."

Canada Company is a not-for-profit organization created in 2006 which brings business and community leaders from across Canada together to support Canadian soldiers in the work that they do at home and abroad. With the motto Many Ways to Serve, the organization's focus is to make sure Canadians who serve or wish to serve in the Canadian Forces and Reserves and their families receive the widest possible support, recognition and care they deserve through initiatives like:

**Canada Company Scholarship Fund:** Created in 2007 to supplement benefits available to children who have had a parent perish while on duty. Awarded annually, the scholarships provide \$4,000 per year for up to four years for children who qualify. These scholarships help to offset tuition fees and other living expenses required to complete a post-secondary education.

**Camps for Kids of Deployed Soldiers:** Since 2009, Canada Company has been instrumental in partnering with corporate entities to send children whose parents are deployed to summer camps in Ontario and Quebec. In 2010, proceeds from the Tour De Force, a unique seven day bike tour

challenge supported this initiative which enabled 200 children to attend these camps, including one for special needs children in Quebec.

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