



JUL 24 2007

July 20, 2007

Mayor Frank Scarpitti  
Markham, Ontario,  
101 Town Centre Boulevard  
Markham, ON L3R 9W3

Dear Mr. Mayor,

On Thursday, September 20, 2007, M&M Meat Shops, Canada's largest retail chain of specialty frozen foods, is encouraging families coast-to-coast to enjoy a meal together in celebration of the third annual National Family Dinner Night.

Family experts and researchers confirm that one of the most valuable gifts parents can give their children is time spent together as a family. Taking this advice, M&M Meat Shops successfully launched National Family Dinner Night two years ago and have encouraged thousands of families to sit down and have dinner together. Through these efforts, M&M strengthened communities and raised more than \$52,000 for the Crohn's and Colitis Foundation of Canada (CCFC). This year M&M is hoping to bring even more families across the country together at mealtime.

Last year's program received the support of community leaders from coast-to-coast including the Prime Minister, Premiers and many Mayors of Canada's largest and smallest cities. We would be most honoured if you, as a leader in the community, would provide a letter of support for this community-based initiative and, if possible, formally proclaim September 20, 2007 as National Family Dinner Night. We would truly love to hear your own memories about your family dinners growing up and what getting together for a family meal means to you.

M&M Meat Shops will be asking families to register their participation in National Family Dinner Night on the website: [www.nationalfamilydinnernight.com](http://www.nationalfamilydinnernight.com) as of August 1, 2007. For every person that registers, M&M will donate \$1 to the CCFC.

Of course, we also hope that you will enjoy a family dinner on September 20, 2007, and register your participation in National Family Dinner Night at [www.nationalfamilydinnernight.com](http://www.nationalfamilydinnernight.com).

We thank you in advance for your consideration. We will follow up with your office in the next few days. In the meantime, if you have any questions, please do not hesitate to call me at (519) 895-2580 ext. 384.

Thank you for your consideration.  
Yours truly,

Alison Gelata  
Public Relations Specialist  
M&M MEAT SHOPS

# BOOST

CHILD ABUSE PREVENTION & INTERVENTION

July 27, 2007

Mayor Frank Scarpitti & Council  
Town of Markham  
101 Town Centre Boulevard  
Markham, Ontario L3R 9W3

Dear Mayor Frank Scarpitti & Council,

BOOST Child Abuse Prevention & Intervention (formerly known as Toronto Child Abuse Centre) is planning the 3<sup>rd</sup> annual **Go Purple for Prevention!** Campaign. The purpose of the campaign is to raise awareness and provide education for the general public in our efforts to eliminate abuse and violence in the lives of children and youth..

The **Go Purple for Prevention!** campaign is an important opportunity for **all** Ontario citizens to participate and support the need for child abuse awareness and prevention. Every year, thousands of children and youth are affected by violence and abuse. We believe that through education and prevention we **can** make a difference.

We are seeking your support to proclaim **October as Child Abuse & Neglect Prevention Month and October 1<sup>st</sup>, 2007 as Go Purple for Prevention Day** in your community.

We are also hosting a **Go Purple** breakfast on **October 1, 2007 from 7:30 a.m. to 9:00 a.m.** to kick-off the campaign and would be honoured if you could attend. The breakfast will be held at:

Air Canada Centre  
40 Bay Street, Toronto, ON M5J-2N8  
Keynote Speaker – Ms. Teresa Kruze

Plans for this year's campaign include:

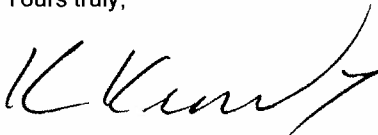
- ✓ breakfast event for more than 150 guests to launch the campaign;
- ✓ button distribution at Toronto Maple Leaf Hockey game on Friday, September 28<sup>th</sup> at the ACC;
- ✓ button distribution at Toronto Argos's game on October 12<sup>th</sup> to raise awareness;
- ✓ an arts and music festival to showcase the artistic expression of children and youth from all across Ontario; and
- ✓ **Go Purple** days for businesses, schools, community agencies and the , general public.

Your support is critical to the success of the campaign and our efforts to encourage the entire community to participate. Please feel free to contact us with any questions. Please see attached sample copy of Proclamation and information brochure with registration form. Please do not hesitate to contact **Siew Lee Brett** at **416-515-1100 ext. 224** to discuss an event in your community.

We look forward to our continued partnership with you and the Town of Markham to end violence and abuse in the lives of children and youth.

Thank you.

Yours truly,



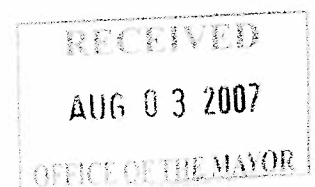
Karyn Kennedy,  
Executive Director



Siew Lee Brett  
Coordinator of Fundraising & Special Events

Encls:

Boost: Child Abuse Prevention and Intervention  
Formerly Toronto Child Abuse Centre  
890 Yonge Street, 11<sup>th</sup> Floor  
Toronto, ON M4W 3P4  
Telephone: (416) 515-1100 Fax: (416) 515-1227  
[www.boostforkids.org](http://www.boostforkids.org)





August 27<sup>th</sup>, 2007

**Re: Character Community Week  
October 15<sup>th</sup> – 21<sup>st</sup>, 2007**

Last year, all Municipalities and the Regional Municipality of York proclaimed the third week of October as Character Community Week. During this week, a number of events took place across the region to raise awareness about the Character Community initiative

This year, the Character Foundation of York Region is asking each Municipality to proclaim the third week of October (October 15<sup>th</sup> – 19<sup>th</sup>, 2007), Character Community Week

Events will be held at local schools, libraries, business and community centers.

Events will take place at:

- ⌚ Upper Canada Mall, Newmarket
- ⌚ Vaughan Mills Mall, Vaughan
- ⌚ Markville Mall, Markham
- ⌚ Hillcrest Mall, Richmond Hill

Posters advertising Character Community Week will be sent in mid-September. Please post the posters in prominent locations.

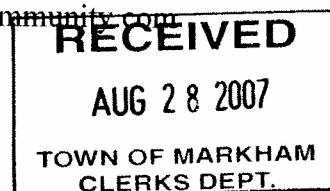
In conclusion, we ask you pledge your support to the Character Foundation of York Region and declare the 3<sup>rd</sup> week of October 2007, **CHARACTER WEEK** in York Region.

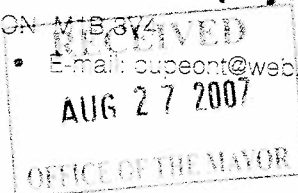
For further information, please contact Janet Rurak at (905) 830-4444 – Ext. 1522.

Regards

Janet Rurak  
Executive Director  
Character Foundation of York Region

[www.charactercommunity.com](http://www.charactercommunity.com)





August 24, 2007

To Mayors and Councils,

We are writing to ask that you and your Council endorse a day of recognition for the many people who work providing care to children in your community. Last year many municipalities proclaimed and celebrated this day of appreciation, and it was a great success.

The Ontario Coalition for Better Child Care (OCBCC), the Canadian Union of Public Employees (CUPE) and our other labour partners representing child care workers across Ontario are asking that **Wednesday October 24<sup>th</sup> 2007** be proclaimed as **Child Care Worker & Early Childhood Educator Appreciation Day** in accordance with the attached resolution.

Many groups are recognized by way of Municipal Resolution. Such a day allows the community to recognize the work of various groups and to acknowledge the contributions they make in the lives of community members.

Many children, families and communities benefit from the work of child care workers. Child care also contributes to the economic life of communities. Research shows the many economic benefits accrued from affordable, accessible high quality child care. This benefit comes from the number of people employed in the child care industry and because the availability of child care allows parents to work and to contribute to the economic life of society.

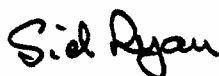
Even if your Council does not issue official proclamations, there are many ways for your municipality to participate in and celebrate this special day. In this case, we ask your Council sponsor public announcements, display our posters and distribute pins. Many municipalities also organize events and contests for the day or have Councillors or the Mayor participate in events hosted by child care centres within the municipality.

We hope that your proclamation of this day of appreciation, or your active support, will encourage and promote a day of community recognition for child care workers. Please fax the attached order to request posters and pins to help you raise awareness and celebrate.

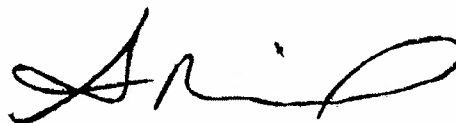
Please advise us of your participation in this day of recognition so that we can acknowledge your community's role in celebrating child care workers across Ontario on October 24th. Please direct any correspondence to the attention of Kathy Johnson, by mail: CUPE, 305 Milner Ave., Suite 800, Scarborough, ON M1B 3V4, or by fax: 416-292-2839.

Thank you for your consideration.

Yours sincerely,



Sid Ryan,  
President, CUPE Ontario



Shellie Bird,  
President, OCBCC

MA:COPE 491

# **7<sup>th</sup> Annual Child Care Worker & Early Childhood Educator Appreciation Day**

**October 24, 2007**

## **Resolution**

**Whereas** thirty five years of research confirms the benefits of high quality child care for young children's intellectual, emotional, social and physical development and later life outcomes; and

**Whereas** child care promotes the well-being of children and responds to the needs of parents, child care workers and the broader community by supporting quality of life so that citizens can fully participate in and contribute to the economic and social life of their community; and

**Whereas** recent studies clearly show trained and knowledgeable Early Childhood Educators and child care workers are the most important element in quality child care, and further that good wages and working conditions are associated with higher job satisfaction and morale, lower staff turnover all of which predict higher quality care

**Therefore Be It Resolved** that October 24, 2007 be designated the 7th annual "Child Care Worker & Early Childhood Educator Appreciation Day" in recognition of the influence, dedication and commitment of child care workers to children, their families and quality of life of the community.



**Child Care Worker and Early Childhood Educator Appreciation Day  
October 24, 2007**

**Materials Request Form**

***Please send the following items:***

#Buttons\_\_\_\_\_ #Posters\_\_\_\_\_

A template Certificate of Appreciation will be automatically sent with each request.

***To:***

Name:\_\_\_\_\_ Tel.#\_\_\_\_\_

Organization (if applicable):\_\_\_\_\_

Address:\_\_\_\_\_

City:\_\_\_\_\_ Prov. \_\_\_\_\_ Postal Code:\_\_\_\_\_

Email Address:\_\_\_\_\_

PLEASE FAX THIS FORM TO THE OCBCC AT FAX# 416-538-6737

OR MAIL TO:

OCBCC

489 College St., Suite 206

Toronto, ON M6G 1A5

Requests will also be accepted by email at: [sue@childcareontario.org](mailto:sue@childcareontario.org)

***PLEASE SEND THIS REQUEST BY OCTOBER 10***