



FOR IMMEDIATE RELEASE

**The Scarborough Hospital Foundation challenges GTA racers
with first-ever Canadian Tire Brave T.O.**

*A new breed of obstacle course inspired by Toronto's courageous first responders,
in support of The Scarborough Hospital*

SCARBOROUGH, ON (May 16, 2016) – Today, The Scarborough Hospital Foundation (TSH Foundation) officially launched Canadian Tire Brave T.O.; a day of physical challenges, community building, and fundraising. On Saturday, September 24, 2016, up to 2,500 racers from across the Greater Toronto Area (GTA) will descend on Morningside Park to participate in a demanding obstacle course inspired by the training regimens and day-to-day challenges faced by Toronto's Police, Fire, and Paramedic professionals.

"Each day, Toronto's first responders are fighting to save lives, just like the doctors and nurses at The Scarborough Hospital," says Michael Mazza, President and CEO, TSH Foundation. "Canadian Tire Brave T.O. borrows that fighting spirit by bringing the community together to emulate their responsibility in support of a great cause."

Canadian Tire Brave T.O., in support of The Scarborough Hospital (TSH), will be the destination event for the city and a rewarding experience for participants. Five race waves offer something for all ages, from casual to competitive, including a youth and high school challenge. The event will pit participants against standards set by the best of Toronto's first responders and test competitors of all abilities, while building community spirit and funding critical health care needs for TSH.

All proceeds from Canadian Tire Brave T.O. will go directly to TSH Foundation. The Foundation raises funds for critical medical equipment and building projects for TSH. It is through community support from events such as Brave T.O. and corporate sponsors like Canadian Tire, that the hospital is able to upgrade life-saving equipment.

"Canadian Tire has a long history of supporting programs that encourage active living and healthy lifestyles," says Mike Kenopic, Associate Dealer, Canadian Tire, Warden and Eglinton. "We're excited to work together with our local leaders in support of the inaugural Canadian Tire Brave T.O. event to help build a strong and healthy community for our youth of today and tomorrow."

Five Canadian Tire stores in the Scarborough community have signed on as Title Sponsor for the event. Over the two-year partnership, Canadian Tire will focus on community commitment, partnership awareness, and local youth. In addition, Canadian Tire Brave T.O. has several community leaders involved in the process including: Toronto Police Service, Toronto Fire and Emergency Services, Toronto Paramedic Services, Toronto Transit Commission (TTC), representatives of the City of Toronto, and representatives of the Government of Canada.

Canadian Tire Brave T.O. takes place on Saturday, September 24, 2016 at Morningside Park. Sign up to

test your boundaries and see how far you can go: <http://www.brave.to>

Looking to get involved? Canadian Tire Brave T.O. is seeking volunteers and dynamic corporate and community partners that share a similar passion and competitive spirit to make an impact in one of Toronto's most diverse communities.

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About The Scarborough Hospital Foundation

Situated in one of the most diverse communities in Canada, The Scarborough Hospital Foundation raises funds for state-of-the-art medical equipment and building projects for The Scarborough Hospital. Since its inception, the Foundation has worked with generous donors, volunteers, and community members to raise the funds needed to help save lives, and support our vision to be recognized as Canada's leader in providing the best health care for a global community.

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