



For immediate release:

MAC's/CIRCLE K PARTNERSHIP:

The Ontario Law Enforcement Torch Run for Special Olympics has partnered with Mac's / Circle K for an exciting fundraising opportunity for our organization. During the entire month of July 2018, Mac's / Circle K will be participating in the "Change for Champions" program at every cash register in their compliment of locations within the province of Ontario. With close to 750 locations around the province, the significance of this partnership has great potential. This fundraiser will consist of a simple ask at the time of purchase to all customers, requesting if they would like to donate their change to the champions of Special Olympics utilizing a PLU code. There will be no change containers to tend to and collect. Posters will be distributed to all stores internally.

WE WANT YOUR SUPPORT LOCALLY!

A challenge has been issued amongst the store locations as the store and the community with the highest grossing donations will **host the provincial cheque presentation** this fall. We want that store to be yours, with your LETR organization proudly accepting a significant cheque on behalf of Special Olympics Ontario.

CHANGE FOR CHAMPIONS DAY - JULY 4th

We have designated Wednesday July 4th as **Change for Champions Day** across the province and as a contributing agency, **we'd like you to engage a local Mac's / Circle K location of your choice in your community and organize a press event officially launching this fundraiser.** Over the month of July please actively engage your social media accounts at your disposal to make the public aware of this great month long opportunity to support the Athletes of Special Olympics. The hashtags #ChangeForChampions and #ChallengeAccepted will be utilized throughout the campaign linking it to the festivities of this great 50th anniversary year for Special Olympics.

CIRCLE K



Change for Champions

Supporting the athletes of Special Olympics Ontario



#ChallengeAccepted

#ChangeForChampions



PLU 4977

For more information please contact:

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