



# PRESS RELEASE

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## TeachersLife steps up for Jumpstart Nutrition Program

(Windsor, ON) - The Windsor Spitfires are proud to announce a charitable commitment from TeachersLife as part of the club's MVP Program, through which the JumpStart Windsor-Essex Student Nutrition Program will receive a donation of \$1,000.

As part of the initiative, Spitfire players will visit students at four area schools – General Brock Public School, Corpus Christi, Prince Edward Public School and St. John's Catholic School - during morning breakfast club, bringing each school 25 tickets for our March 6th game versus Kingston.

“We applaud Windsor's education community and its hard work to ensure the wellness of its students. We share their belief that all students deserve a nutritious start to their day,” said Doug Baker, President and CEO of TeachersLife. “Healthy living is important to TeachersLife and our members, and we are proud to partner with local heroes, the Windsor Spitfires, and their MVP breakfast club.”

Mary-Lynn Biggley, Community Development Officer with the Jumpstart Nutrition Program, says monetary and food donations at the local level are key to the program's continued existence.

“Student nutrition programs are integral part of the day for many students across our four local school boards, as evidenced by the more than four-million snacks, breakfasts and lunches to be served this school year,” said Biggley. “With nominal funding provided, these programs are made possible thanks to the support of donors across the community.”

Spitfires Director of Corporate Partnerships, Andrew Rowberry, says TeachersLife and the Jumpstart Nutrition Program make for a perfect fit.

“When approached to help create a program for TeachersLife through our partnerships at local schools, we kept coming back to the “Pass the Puck, Goal for Nutrition” fundraising campaign we ran when hosting the 2012 World Under-17 Hockey Championship,” said Rowberry. “From the success it achieved, we thought we had a great opportunity to implement a long-term initiative that not only provides local school children the opportunity to meet Spitfires players during breakfast at their school and attend a game, but also to contribute financially to their respective breakfast programs.”

“It’s important for our players and staff to witness first-hand that there are those right here in our own community less fortunate who could benefit from nutritional assistance, as well a friendly smile and words of encouragement,” Rowberry added. “The Spitfires organization takes great pride in playing an active role in our community and in the lives of its children. We'd all like to express a heartfelt thank you to our friends at TeachersLife for sharing the same values and contributing to help make a difference in Windsor-Essex County”

Prior to the third period of this Sunday's game versus Kingston, a cheque will be presented to the Jumpstart Nutrition Program on behalf of TeachersLife and the Windsor Spitfires Foundation.

TeachersLife and the Jumpstart Nutrition Program will also be recognized in a feature video presented on the WFCU Centre's jumbotron, during the game's second intermission.

For more information about TeachersLife, visit [www.TeachersLife.com](http://www.TeachersLife.com).