

Teachers Life is Proud to Sponsor the “Pucks for Bucks” Initiative in Support of the Jumpstart Student Nutrition Program

Initiative raises funds to provide healthy food to students in Windsor and Essex County

Toronto, ON (May 1, 2017) -- Teachers Life has partnered with area schools in Windsor Essex and the 2017 Mastercard Memorial Cup Host Organizing Committee, to sponsor the “Pucks for Bucks” initiative that helps raise money for the Jumpstart Student Nutrition Program.

Starting in May, students from participating schools will have the ability to raise funds for their Jumpstart program. A donation from Teachers Life, a not-for-profit insurance company dedicated to serving the education community, will help reach more students across the Windsor-Essex region.

Currently, the Jumpstart Student Nutrition Program provides breakfast and healthy snacks to 29,000 kids in more than 100 elementary and secondary schools across the Greater Essex County District School Board, Windsor-Essex Catholic District School Board and Conseil Scolaire Catholique Providence school board.

“We are proud to support a program that provides children with the nutrition they need to get through their day,” said Doug Baker, President and CEO of Teachers Life. “We are invested in the communities where our members live and work, including the physical and mental well-being of their students. By helping to provide them with healthy food, it keeps their minds focused and ready to learn.”

“We are grateful for Teachers Life’s continued support. Students access the Jumpstart Student Nutrition Program for a variety of reasons: some come from families who are not able to feed their children three meals a day, some come from families with very busy schedules and others take advantage because fresh fruit or vegetables are not part of their daily diet,” said Dan Laporte, Host Organizing Committee School Initiatives Lead. “Without sponsor support, we would not be able to provide the services our kids so badly need. This program is integral to our students’ achievement.”

Participating schools will receive a commemorative 2017 Mastercard Memorial Cup puck, mini stick and a shootout board with a thermometer placard to help keep track of their funds raised.

With Windsor playing host to the 99th edition of the Mastercard Memorial Cup from May 18 to May 28, 2017, there is a greater opportunity to raise awareness of the much-needed program. Later in May, during the tournament, there will be a cheque presentation made to the Jumpstart Student Nutrition Program on behalf of all participating schools, Teachers Life and the Host Organizing Committee.

Teachers Life has been a proud partner to Ontario Secondary School Teachers’ Federation Greater Essex for almost two decades. Last year, Teachers Life sponsored The Jumpstart

Nutrition Breakfast Program in partnership with the Ontario Hockey League's Windsor Spitfires.

Teachers Life will also be giving away game tickets to specific games during the Memorial Cup. To learn more visit Teachers Life's social media channels on Facebook: facebook.com/TeachersLife and on Twitter: twitter.com/TeachersLifeCAN.

-30-

About Teachers Life

About Teachers Life Teachers Life is a federally regulated life-insurance company and North America's largest educator-owned fraternal insurer. Founded in 1939, Teachers Life offers a full suite of personal insurance products to address the unique needs of the whole education community including educators, administrators, support staff and their families. Teachers Life is the first insurance provider in Canada to underwrite life insurance products online, in as little as 15 minutes. As a not-for-profit fraternal insurer, community commitment is a core value for Teachers Life. For more information, please visit www.teacherslife.com.

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