



The Canadian Children's Book Centre

Walk, Wheel or Run to Support the CCBC Through the Scotiabank Charity Challenge

FOR IMMEDIATE RELEASE: Toronto (August 4, 2021) –The Canadian Children's Book Centre (CCBC) is excited to announce a new fall 2021 fundraising initiative. The CCBC will take part in the 2021 [Scotiabank Charity Challenge](#), as a part of the Scotiabank Marathon, to raise money for various programs, including Canadian Children's Book Week, the awards programs and YouTube channel Bibliovideo.

The Scotiabank Charity Challenge is a unique fundraising program that is taking place virtually all across Canada. Participants can make their exercise endeavours more meaningful by raising funds for the charity of their choice. For the CCBC, the challenge provides a platform for a friendly fundraising competition with other organizations and groups. This year's Charity Challenge will take place from October 1-31 with participants able to take part anywhere in Canada by walking, wheeling and running at a distance of their own choosing. Register at bookcentre.ca/run and join the CCBC's team, the Speed Readers, or start a team of your own!

Registration is \$40 for any distance, starting at 5 km, up to the marathon level (42 km) with \$5 from the registration fee automatically coming back to the CCBC. With each registration, participants will receive a race kit with a t-shirt. There is also an option to set up a fundraising page, where you can ask friends, family and co-workers to donate. One hundred percent of the funds raised will go directly to the CCBC. Funds will be put towards the CCBC's programs, including the Canadian Children's Book Week tour and other programs run by the CCBC. The virtual event will be hosted through Race Roster, online or through a mobile device. Our overall goal is to raise \$5,000 to make a difference in the lives of young people through the promotion of Canadian reading.

"We couldn't be more excited for our 2021 fundraiser and participation in the Scotiabank Charity Challenge," says Rose Vespa, Executive Director of the Canadian Children's Book Centre. "While raising funds for the CCBC's integral programming, this is also a chance to enjoy the outdoors and come together as a community to work together and have fun at the same time."

A kick-off event will take place virtually in late September, as a chance for participants to start their exercise goals together. All participants are encouraged to share their journey on social media by tagging @kidsbookcentre and using the hashtag #CCBCSpeedReaders.

Please consider joining the CCBC in this fun and unique fundraising opportunity, with opportunities to challenge other teams and win prizes for fundraising goals. Those without online access can still take part by contacting the CCBC directly. Registration is open now and your participation and support will help make a lasting impact in the lives of young people by bringing the joy of reading into their lives.

For more information and to arrange an interview, please contact:



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About the Canadian Children's Book Centre

The Canadian Children's Book Centre is a national, not-for-profit organization founded in 1976. We are dedicated to encouraging, promoting and supporting the reading, writing, illustrating and publishing of Canadian books for young readers. Our programs, publications and resources help teachers, librarians, booksellers and parents select the very best for young readers. For more information, please visit bookcentre.ca.

About the Scotiabank Charity Challenge

The Scotiabank Charity Challenge is a unique fundraising program available at six Scotiabank sponsored marathon events across Canada. Participants can make their run/walk more meaningful by raising funds for a charity in their community. For charities, it provides a platform for a friendly fundraising competition... hence a "challenge." [Sign up now and make your steps count.](#)