



85 Years of CARING SINCE 1922

HELPING KIDS WITH PHYSICAL DISABILITIES SUCCEED

MEDIA RELEASE

For immediate release

KIDS ARE THE WINNERS WITH ROGERS COMMITMENT TO BE TITLE SPONSOR OF THE CONN SMYTHE SPORTS CELEBRITIES DINNER & AUCTION

Toronto, ON, October 25, 2007—Fifty-seven years ago, one magical night turned into a time-honoured tradition that's known as the Conn Smythe Sports Celebrities Dinner & Auction in support of Ontario's kids with physical disabilities. Easter Seals announced today that Rogers Communications Inc. is the new title sponsor of this magical night, now known as the Rogers Conn Smythe Sports Celebrities Dinner & Auction.

"We are thrilled to have Rogers on board as the new title sponsor for the dinner. We have had a long and successful relationship with Rogers and we are thrilled it will be continuing for many more years," says Hockey Night in Canada's Scott Morrison, who honours Easter Seals kids by returning as Chair of the Rogers Conn Smythe Sports Celebrities Dinner and Auction committee.

On February 6, 2008, more than 1,000 guests will attend Canada's longest running sports celebrities' dinner held this year at the Metro Toronto Convention Centre, South Building. To date this successful event has raised more than \$5.8 million for children and young adults with physical disabilities.

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"Rogers has been a part of the Conn Smythe Sports Celebrities Dinner & Auction for many years and we are pleased to bring our commitment to the next level. The dinner combines two areas in which Rogers is deeply involved – helping children and young adults achieve their potential, and the world of sports. We look forward to continuing our relationship with Easter Seals on this fantastic event!" says Jan Innes, Vice President, Communications, Rogers Communications Inc.

"We greatly appreciate the long term commitment that Rogers has demonstrated for Easter Seals kids. Now Rogers is taking a leading role in becoming the title sponsor of a long standing signature Easter Seals event which celebrates children, youth and young adults with physical disabilities and Canada's sports heroes," says Jeff Barnes Chair of the Board for Easter Seals.

Scott Russell, host of CBC Sports Saturday and award-winning sports journalist will emcee the evening, joined by renowned Canadian comic, Gerry Dee, who will bring laughter and smiles to the audience. Just some of the sports celebrity guests to grace the head table will include: Kelly Gruber, Bobby Clarke and Thurman Thomas.

The Rogers Conn Smythe Sports Celebrities Dinner and Auction is the launch of a new year where the 2008 Easter Seals Ambassadors, that represent all physically disabled youth in Ontario, are introduced and welcomed for the very first time.

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For ticket and Sponsorship information:

Contact Charlene Criscione, The Easter Seal Society, Ontario, 416-421-8778 ext. 331

Media inquiries:



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