



Boys & Girls Clubs of Canada
Clubs Garçons et Filles du Canada



Boys and Girls Clubs across Canada to receive kitchen makeovers called easybites thanks to easyhome Ltd.

TORONTO, ON (Thursday, April 4, 2013) – Boys and Girls Clubs of Canada is thrilled to receive a significant donation from easyhome Ltd. to renovate kitchens in Boys and Girls Clubs across Canada, thus boosting their ability to provide nutritious food options and teach kids how to prepare healthy meals.

“Each year, Boys and Girls Clubs provide young people with more than 5,000,000 healthy meals and snacks that boost their energy and keep them active and engaged during the critical after-school period,” said Pam Jolliffe, president and CEO, Boys and Girls Clubs of Canada.

“In many ways, the kitchen is the centrepiece of our Clubs – It’s a place where our young people learn how to prepare meals, discover the importance of good nutrition and develop life-long healthy eating habits. It’s a place where they re-fuel after a long day of school, socialize with their peers and steady themselves for the evening activities including homework help through our education programs, sports, leadership development, and so much more.”

Lisa Ray, host, Top Chef Canada, Star of Oscar nominated film 'Water' and Wellness Advocate understands the importance of good nutrition, especially for growing bodies.

“What I have learned as part of my personal health story is that Food Matters. Since becoming the CEO of my health, I've connected the dots and believe it's crucial that kids get a head start in life with nutritional food which leads to better life choices. I'm thrilled with the easybites campaign and the possibilities: that the kids can claim life-long healthy eating habits as part of their birthright” said Ms. Ray, who was with Ms. Jolliffe at the sponsorship presentation.

“As a long-standing supporter of Boys and Girls Clubs of Canada, we are delighted to provide this investment and enhance up to 10 easybite kitchens and equipment in Boys and Girls Clubs across Canada each year,” said David Ingram, President and Chief Executive Officer, easyhome Ltd.

easyhome Ltd. has been a committed partner of Boys and Girls Clubs of Canada since 2004. easyhome Ltd. Provides an endowment fund at the national level, hosts an annual golf tournament, has awarded 30 scholarships to Boys and Girls Club members so they can explore post-secondary education and is a national sponsor of the June 1 fundraising event, Capital One Race for Kids.

About Boys and Girls Clubs of Canada

Boys and Girls Clubs of Canada is a leading charitable organization providing after school programs that support the physical, educational and social development of children, youth and their families each year. Boys and Girls Clubs operate in 650 locations across Canada

and have been helping young Canadians to discover, develop and achieve their potential for over 110 years. To learn more, visit www.bgccan.com.

About easyhome Ltd.

easyhome Ltd. is Canada's largest merchandise leasing company and the third largest in North America, offering top quality, brand-name household furnishings, appliances and home electronic products to consumers under weekly or monthly leasing agreements through both corporate and franchise stores. In addition, the Company offers a variety of financial services, including loans and prepaid cards through its easyfinancial services business. easyhome Ltd. is listed on the TSX under the symbol 'EH'. For more information, visit www.easyhome.ca.

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