

MEDIA ADVISORY:

Beat the Streets and Jumpstart creates sports and development opportunities for low-income youth in the Greater Toronto Area

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Mississauga - Beat the Streets (BTS) receives \$13,900 from Canadian Tire Jumpstart Charities (Jumpstart) to grow its volunteer program and create more sports and development opportunities for low-income youth in the Greater Toronto Area.

With support from Jumpstart, BTS will hire a volunteer coordinator, recruit 16 volunteer university and high-school students, and launch sports and development programs from their community space, serving 200 low-income youth annually. Starting in December, the Beat the Streets volunteer program will ensure more children and youth have access to free programs that promote health and well-being in their communities and encourage sport and play.

"Expanding our volunteer program lets us engage with passionate youth who want to give back to their communities. It will also support low-income youth who need a safe space to go after school to have fun, learn and move, and create more community coaches in the Greater Toronto Area," said Neal Ewers, Executive Director of Beat the Streets.

Notes to editors

About Beat the Streets

Beat the Streets is a youth development charity whose mission is to advance the education of low-income children and youth in the Greater Toronto Area through fun and unique sports, life skills and employment-based development programs. Since 2015, BTS has served over 21,000 low-income children and youth through its programs. To learn more about Beat the Streets, visit beatthestreets.ca.

About Canadian Tire Jumpstart Charities

Canadian Tire Jumpstart Charities is a national charity committed to ensuring kids in need have equal access to sport and recreation. With an extensive, national network of more than 1,000 grantees and 289 local chapters, Jumpstart helps eligible families cover the costs of registration, transportation, and equipment, and provides funding to selected organizations for recreational infrastructure and programming. Supported by Canadian Tire Corporation, Jumpstart has provided more than 2.7 million opportunities for Canadian kids to get in the game since 2005. For more information, visit jumpstart.canadiantire.ca.

Follow Jumpstart on [Instagram](#), [Twitter](#), and [Facebook](#) to learn how the Charity is giving kids across Canada a sporting chance.

Further information

For further information, images and interviews, please contact Neal Ewers at Beat the Streets at 416-893-4476 or neal@beatthestreets.ca.