

PRESS RELEASE

STUDENTS ACROSS MANITOBA GO LOONIE FOR CANCER

March 19, 2007 – Students at Gray Academy of Jewish Education in Winnipeg have gone loonie over fundraising for **CancerCare Manitoba** in the first ever provincial wide **Loonie Toonie Days**.

On March 21, student council will be asking fellow students, parents and visitors to place their loonies and toonies on a one-mile tapeline along Main Street at the Asper Jewish Community Centre that houses the school. The Gray Academy fundraising event has been held for over six years, and last year the event raised over \$750 for Cancercare Manitoba.

Yael Shrom, Student Council President, says this year they decided to expand the student-driven initiative to other schools in the province. “My vision since Grade 7 has been to unite all student councils across Manitoba in a singular cause. Two years ago, in Grade 10, I had the idea to bring together schools in a large scale fundraising event.”

Last November, Yael Shrom approached all high schools in Manitoba and sent out 350 letters to Student Council contacts. As of today, there are now thirteen participating schools that will also roll-out *Loonie Toonie Days* at their respective schools.

Schools participating in Loonie Toonie Days are: Gray Academy, College Churchill, Gilbert Plains Collegiate Institute, Joseph H. Kerr School, McCreary School, Roseau Valley School, St. Johns-Ravenscourt, St. Maurice School, Sanford Collegiate, Stonewall Collegiate, University of Winnipeg Collegiate, Hamiota Collegiate and Institut Collegiate de St. Pierre.

This year’s combined fundraising goal is \$5,000 with all monies going to CancerCare Manitoba. When asked why students chose this particular charity, Yael Shrom responds that everyone knows someone who has been or is presently affected by cancer; it was an obvious choice for all student councils to make.

“These kids are great,” said Nicola Starin, Special Events Manager, CancerCare Manitoba Foundation. “Their drive, commitment and community-minded spirit are fantastic! We are especially glad to see so many schools throughout the Province involved, and that our cancer risk-reduction message is out there with the students.”

Gray Academy of Jewish Education is a JK-12 university preparatory school that places equal value on Jewish and General academic programs, and provides opportunities to nurture the emotional well-being and spiritual development of all students.

Please join us for Loonie Toonie Days at Gray Academy:

Wednesday, March 21, 2007

12:30 p.m.

“Main Street”

Gray Academy of Jewish Education

123 Doncaster Street

For further information, please contact:

Lisa Abram

Director of Advancement

Gray Academy of Jewish Education

(204) 477-7514

labram@aspercampus.mb.ca