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SINCE 1989 CHILD POVERTY HAS GROWN.

IN 1989, THE HOUSE OF COMMONS RESOLVED TO ELIMINATE CHILD POVERTY IN CANADA BY THE YEAR 2000.

Instead, child poverty in Canada has grown. As we begin the new millennium, one in five Canadian children lives in poverty. It's time for us to put an end to child poverty and invest in Canada's children. Not only does our economic well-being depend on them, but it is just the right thing to do. They are our responsibility. They are our future. The Campaign Against Child Poverty is a non-partisan coalition dedicated to effecting change. We have received support from the business leaders listed below to deliver this message.

Mr. Avie Bennett O.C., O.Ont.
Chairman and President,
McClelland and Stewart Inc.

Mr. Jacques Bougie
President and CEO,
Alcan Aluminium Ltd.

Mr. Jack C. Cockwell
President and CEO,
EdperBrascan Corporation

Mr. George A. Cohon O.C.
Founder and Senior Chairman,
McDonald's Restaurants of
Canada Ltd.

Mr. Dominic D'Alessandro
President and CEO,
Manulife Financial

Mr. Michel Desbiens
President and CEO,
Donohue Inc.

Dr. John Evans C.C., O.Ont.
Chairman,
Torstar Corporation

Mr. Ivan Fecan
President and CEO,
CTV Inc.

Mr. Peter C. Godsoe
Chairman and CEO,
Scotiabank

Mr. Grant M. Hansen
President and COO,
Canada Safeway Ltd.

Mr. David W. Kerr
President and CEO,
Noranda Inc.

Mr. G. Wallace F. McCain O.C.
Chairman,
Maple Leaf Foods Inc.

Ms. Colleen Moorehead
President,
Versus Technologies Inc. and
E*Trade Canada

Mr. David P. O'Brien
Chairman, President and CEO,
Canadian Pacific Ltd.

Ms. Heather Reisman
President and CEO,
Indigo Books & Music Inc.

Mr. John A. Rogers
President and CEO,
MDS Inc.

Mr. Ted Rogers
President and CEO,
Rogers Communications Inc.

Mr. Gerald W. Schwartz
Chairman, President and CEO,
Onex Corporation

Mr. Isadore Sharp O.C.
Chairman and CEO,
Four Seasons Hotels and
Resorts

Mr. Kevin J. Smith
President,
Seagram Canada

Mr. W. Galen Weston O.C.
Chairman,
George Weston Ltd.

For more information, contact the Campaign Against Child Poverty at 120 Eglinton Ave. E., 10th Floor, Toronto, Ontario, M4P 1E2.
Ph: (416) 322-5188, Fax: (416) 322-8372, email: campaign@childpoverty.com or visit our website at www.childpoverty.com

Let's work together to make the elimination of child poverty a national reality.

CAMPAIGN AGAINST CHILD POVERTY