



**Kin Canada**  
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FOR IMMEDIATE RELEASE

### **Kin Canada Supports Anti-Bullying Efforts, Sponsors #KindEveryTime Tour**

Cambridge, ON (September 11, 2013) – Kin Canada has become the fuel sponsor for the #KindEveryTime tour, an anti-bullying campaign, put on by Be the Game. They will also help spread awareness of the tour, which focuses on ending bullying and creating change in schools across North America.

After learning that the #KindEveryTime Tour were without a fuel sponsor just days away from the start of the tour, Kin Canada stepped in and provided the necessary funding one day before the tour launch.

Be the Game, an organization founded by Joe Drexler, is dedicated to making a difference in children's lives; through school and sports programs, Joe and his team help children build confidence, self esteem and character, and develop tomorrow's leaders today. The energy, charisma and dedication shown while the programs are delivered consistently reaches children and has a positive impact on the schools it travels to.

The 21 Day #KindEveryTime Challenge to End Bullying and Create Change is a program Joe has introduced and will continue to introduce in more schools across Canada. The program conditions the students' mindset to focus on positives and helping one another rather than hurting one another.

Each Kin Canada club serves their community's greatest needs through service projects, fundraisers and sponsoring various community programs. There is a great need for programs within schools throughout Canada that help children succeed and develop into positive leaders and role models. Sponsoring the #KindEveryTime Tour is just one way Kin Canada is able to serve our community's greatest need.

The Tour launched in Toronto on September 11, 2013. There are 19 Canadian cities confirmed and listed on the Be the Game website, with plans to visit 125 cities by the end of the tour in June 2014.

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For additional information, contact:

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#KindEveryTime Tour: [www.bethegame.ca/kindeverytimetour](http://www.bethegame.ca/kindeverytimetour)  
21 Day Challenge: [www.bethegame.ca/21daychallenge](http://www.bethegame.ca/21daychallenge)