



thesource.ca  
279 Bayview Drive  
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For immediate release

## The Source invites Customers to donate \$2 in support of Kids Help Phone

***Initiative aims to make a difference in the lives of youth in Canada***

**Barrie, ON** (April 5, 2018) – Today, The Source announced the return of its checkout campaign in support of Kids Help Phone, Canada's only national charity that provides 24/7 professional counselling services, information and referrals to young people across Canada. Starting today, through to Sunday, May 6, 2018, Customers who shop at The Source are invited to donate a toonie at checkout to help Kids Help Phone support young people across the country.

"I am excited to continue the support and partnership between Kids Help Phone and The Source. I'm looking forward to partnering with our Associates and vendor partners in support of youth in Canada," said Claire Gillies, President, The Source.

Young people, coast to coast received counselling, information and referrals from Kids Help Phone more than 194,000 times in 2017, which is about 530 contacts per day. The Source partnership with Kids Help Phone is in its sixth year, raising more than 1.5 million dollars to date. As one of Canada's largest retailers and over 550 locations nation wide, we are proud to have our Associates involved to support this great cause and to continue to make a positive impact. In addition to the checkout campaign, The Source and its Associates will participate in the "Walk so Kids Can Talk presented by BMO" events taking place on May 6, 2018.

"Kids Help Phone and The Source have worked together for many years to improve the lives and well-being of young people in Canada," says Katherine Hay, President & CEO, Kids Help Phone. "It takes courage for a young person to reach out to us and it takes courage for the community to stand behind and support them. Last year, we received over 190,000 contacts from kids who often have no other place to turn for help. With dedicated, generous supporters like The Source, we are able to always be there for young people in need."

"As a Canadian retailer we are proud to be involved with Kids Help Phone and raising awareness for such a worthwhile cause. We want to continue helping our youth and ensuring they have the support needed to improve their emotional health and general well-being", said Claire Gillies, President, The Source

In addition to The Source checkout campaign, donations are also being accepted until May 31st at [www.thesource.ca](http://www.thesource.ca)



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#### About The Source:

The Source is the place for I WANT THAT, one of Canada's largest retailers offering top brands and the latest tech including Smart Home, Audio, Computing, Home Entertainment and Communications. As Canada's neighbourhood tech specialist, personalized customer service, innovation and simplifying the complexity of the technology experience are at the heart of what they do. As a Canadian owned and operated company, The Source recognizes and embraces the diversity found in both their national and company culture. They have an environment of inclusion that supports the success of all Associates through opportunities beyond just their everyday work. For more information including store locations, visit [www.thesource.ca](http://www.thesource.ca)

#### About Kids Help Phone:

[Kids Help Phone](#) is Canada's only 24/7 national service offering professional counselling, information, referrals and volunteer-led text-based support (available nationwide by the end of 2018) for young people. Kids Help Phone's free, anonymous services are available in both English and French. Kids Help Phone is a registered Canadian charity, and we raise the majority of our revenue from individuals, foundations, corporations, and community fundraising.

Accredited member, Imagine Canada Standards Program.

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