For immediate release

The Source invites shoppers to help support Kids Help Phone and make a difference in the lives of Canadian youth

Barrie, ON (April 7, 2014) – The Source today announced the kick-off of the 2014 checkout campaign in support of Kids Help Phone, a free, anonymous and confidential phone and on-line professional counselling service for youth. Starting today through to May 4, 2014, customers shopping at The Source are invited to donate a toonie at checkout to help Kids Help Phone *be there* for kids.

The Source has been a proud sponsor of Kids Help Phone for two years, with its associates and vendor partners raising more than $300,000 to date through a variety of fundraising initiatives, including the annual walk and The Source's affiliate invitational golf tournament. This year, The Source is extending its fundraising campaign to its customers.

"I'm extremely touched by the dedication and the generosity our associates and vendor partners have shown in support of Kids Help Phone," said Charles Brown, president, The Source. "This year, we're also reaching out to ask our customers to help us make even more of a difference to this very worthy cause."

Sharon Wood, CEO of Kids Help Phone, said, "We are grateful to The Source for their strong commitment to Kids Help Phone through fundraising efforts such as this, and also their vital contribution as one of our top national fundraising sponsors in our annual walk."

Nearly a third of the amount donated on behalf of The Source has been personally raised by The Source President and Kids Help Phone board member Charles Brown, who's been the highest individual fundraiser in Canada the past four years.

"Kids Help Phone is near and dear to my heart, and I have been involved in fundraising for the organization since 2007," said Mr. Brown. "I'm very proud of The Source's continuing commitment to the cause. We are a neighbourhood retailer with a strong tie to the communities in which we operate, and we believe strongly in the work that Kids Help Phone does to help children and youth all across the country."

To make a donation, visit a The Source store near you: www.thesource.ca/store or donate online at www.thesource.ca. As a thank-you for donating, customers will receive a coupon for an extra 10 per cent off the price of HeadRush headphones, redeemable until May 15, 2014.

If you would like more information on how to join the 2014 walk in support of Kids Help Phone, visit www.walksokidscantalk.ca.

About The Source:
Building on 40 years of excellence as an electronics retailer, The Source (TheSource.ca) is one of Canada's largest retailers with over 700 locations nationwide. All stores offer a wide range of brand name consumer electronics including communications, computing, home entertainment and audio products.

About Kids Help Phone:
Kids Help Phone is a Canadian and world leader, known for their expertise in providing vital, innovative counselling services to children and youth. Since 1989 they have offered children, teens and young adults in Canada a critical lifeline of hope and support, through their free, anonymous and confidential service. Kids Help Phone professional counsellors support the mental health and well-being of young people ages five to 20, in urban, rural, and remote communities, by providing one-on-one counselling, information and resources by phone and online. Their internationally recognized, award-winning websites are considered a model of child-focused interactive design, and offer online counseling forums and engaging, therapeutic games, tools and information to encourage resilience and self-care. A community-based national charity, Kids Help Phone receives no guaranteed ongoing financial support from government or any large funder and relies on community and corporate support to keep their essential service available. Kids Help Phone is there for the 6.5 million young people in Canada, 24 hours a day, 365 days a year, in English and in French. www.kidshelpphone.ca.

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