

## **MEDIA RELEASE**

Attention: Assignment Editors

For Immediate Release

Tuesday, August 18th, 2009

### **Life without a computer, Sky's the Limit heads East bringing laptop computers to kids in Montreal**

*The Toronto-based charity is expanding to Montreal with a delivery of 22 donated laptops.*

(Toronto) Tuesday, August 18th, 2009 - Sky's the Limit Youth Organization (STL) is furthering their reach and continuing their goal to provide refurbished computers to under-resourced children across Canada. The Toronto-based charity will donate 22 laptop computers to grade 7 & 8 students participating in the Pathways to Education program in Verdun, Quebec on Monday, August 24th at Toujours Ensemble.

STL bridges the Digital Divide between the 'haves' - those with access to technology and the 'have-nots' – those without access. Computers are an integral part of students' education and the repercussions of not having access to current technologies can result in late assignments, deducted marks and overall lower performance in school and a lack of self-esteem. STL has placed over 1400 computers to date and is targeting another 600 computers to be placed by year's end! The Montreal expansion is made possible by generous funding from Kids Helping Kids, a foundation started in 2004 by Briana MacLeod when she was only nine years old.

Verdun, located on the south part of the Island of Montreal, was founded in 1671 and is one of the Quebec's oldest municipalities. According to a comprehensive 2003 socio-economic survey of the area, there are 13,981 families with children, most of whom are economically marginalized. Key issues identified by the local community are the high dropout rate and the need for school supplies. The vast majority of families are Francophone, with smaller English speaking and Vietnamese communities.

The delivery will take place on Monday, August 24th, 2009 from 4pm - 8pm at Toujours Ensemble, 4926 rue de Verdun, Verdun, Quebec H4G 1N3. For more information, please call Rema @ 416-350-8888. For interviews contact, Publicist, Sonya Bhatia at [sonya@sonyabhatia.com](mailto:sonya@sonyabhatia.com) or 647-801-8488.

#### **About Sky's the Limit Youth Organization**

Sky's the Limit Youth Organization, founded in 2004 by Lara Tavares, is dedicated to addressing the widening Digital Divide in Canada by providing students with access to the tools and resources they need to pursue the infinite opportunities and possibilities available to them. Sky's the Limit provides refurbished computers to students from under-resourced communities. For more information, please visit [www.stlonline.org](http://www.stlonline.org)

#### **About Kids Helping Kids**

Kids Helping Kids is a foundation to help disadvantaged children started in 2004 by Briana MacLeod when she was nine years old. Kids Helping Kids chooses a wide range of organizations that help children in different ways and in different parts of the world. Their current plan is to give 60% of the money they raise to organizations in Montreal and 40% of

the money they raise to organizations in the rest of Canada and international organizations. For more information, please visit [www.kidshelpingkids.ca](http://www.kidshelpingkids.ca)

**About Pathways to Education**

Pathways to Education Canada is a charitable organization created to reduce poverty and its effects by lowering the high school dropout rate and increasing access to post-secondary education among disadvantaged youth in Canada. The Pathways to Education Program is a proven effective model, first created and implemented in 2001 in Regent Park. As a result of its ground-breaking achievements, Pathways is now expanding with local partners to five additional locations in Canada. For more information, please visit [www.pathwaystoeducation.ca](http://www.pathwaystoeducation.ca)

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