



FOR IMMEDIATE RELEASE

2012 Fortis Charity Golf Classic Raises \$102,000

Saint John, NB (May 29, 2012) – On May 25th, Fortis Properties teamed up with more than 125 local businesses to raise \$102,000 for the Business Community Anti-Poverty Initiative (BCAPI). For 10 years, the Fortis Charity Golf Classic has been helping local children and youth who live in poverty to succeed in school by contributing funds raised to innovative initiatives, including: the Early Learning Centre, PALS (Partners Assisting Local Schools), the Teen Resource Centre, First Steps and Vibrant Communities Saint John.

"At the heart of the Fortis Charity Golf Classic is our unwavering goal to give Saint John's children who live in poverty a better chance to reach their full potential," said Paulette Hicks, Saint John general manager for Fortis Properties and event chair. "It's our pleasure to help rally the business community each year to assist BCIPI and Saint John in achieving this important community goal to build a bright future for local children and break the cycle of poverty."

Child poverty has a negative and long-lasting impact on a child's ability to learn, build skills, find employment and break the intergenerational cycle. The Fortis Charity Golf Classic, is just one of many important initiatives that BCIPI and the Saint John community is using to change the picture of poverty and to help every child succeed from ***Cradle to Career***. Education is pivotal to breaking the vicious cycle of poverty that is the reality for too many families in Saint John.

"The Fortis Charity Golf Classic is such a fine example of how our business community has come together to help children and youth who live in poverty to achieve the education they need for life success," said Tom Gribbons, BCIPI chair. "These are wise investments because the consequences of lifetime poverty are very costly. We are especially grateful to Fortis Properties for their generosity and leadership in bringing this vital fundraising event to Saint John each year. "

Throughout its ten-year history, the Fortis Charity Golf Classic has raised \$570,000 in the fight against poverty. The 2012 Fortis Charity Golf Classic participants included:

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Fortis Properties

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Brunswick Square
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Pro-Tech Sanitation
RBC Dominion Securities
Saputo Dairy Products
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Xerox

More than 125 businesses made contributions of cash, services and gifts.

About BCAPI

The Business Community Anti-Poverty Initiative (BCAPI) was founded in 1997 in Saint John, NB, by business leaders and professionals who wanted to move beyond charity and substantially reduce poverty in Saint John. BCAPI is a “catalyst” organization leveraging the skills, resources and influence of business leaders and professionals in Saint John to affect change for families who are caught in the cycle of poverty.

Breaking the Cycle of Poverty in Saint John... We Must Refuse to Fail

www.bcapi.ca

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