



# #UNSTOPPABLE

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**FOR IMMEDIATE RELEASE**

## EASTER SEALS KIDS ARE UNSTOPPABLE

Toronto, ON – Dave Starrett, President and CEO of Easter Seals Canada, today announced the launch of a new multimedia fundraising and awareness campaign airing on Corus specialty channels and appearing on transit shelters, column ads and interior transit cards across Canada. The national campaign, titled 'Unstoppable', is the first large-scale effort Canadians will have seen from Easter Seals in quite some time.

"Easter Seals has been around for almost 100 years, providing vital support to the disability community," says Starrett. "Although many people recognize the name, very few understand our work to positively impact the lives of kids and their families living with disability."

The Unstoppable campaign features the accomplishments of three young people who have grown up with support from Easter Seals. Brandon Liston is a confident and charismatic speaker thanks to his role as Easter Seals National Ambassador. Zak Madell is a Paralympic wheelchair rugby athlete who, after only one year in the sport, led Team Canada to a silver medal at the 2012 London Paralympics. Victoria Chen is a top student, an accomplished pianist and a former Provincial Ambassador for Easter Seals Ontario.

The campaign creative was developed by Heroes & Villains, in conjunction with Hello Video who produced the video elements and photography. "We were looking for an agency that had a proven track record with fundraising activities," says Starrett, "Heroes & Villains has extensive and successful experience – and they demonstrated they really understood what Easter Seals needs at this time."

Bob Shropshire, Partner at Heroes & Villains, said, "Very few people understand the tremendous work Easter Seals does for kids and adults living with disabilities. We need to tell that story in a compelling way."

"We see these courageous kids and their families face tremendous challenges every day; they often rise to these challenges and become remarkable human beings. They truly are unstoppable, with the right kind of support – that's where Easter Seals steps in," says Lisa McKeen, VP Marketing and Development at Easter Seals Canada.

The media was planned and bought by Cairns O'Neill, who worked with Corus, Astral, Pattison and Outfront to gain additional exposure for Easter Seals through bonusing and PSA placements.



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## About Easter Seals

Easter Seals is dedicated to fully enhancing the quality of life, self-esteem and self-determination of all Canadians living with disabilities. As Canada's largest local provider of programs, services, issues-leadership and development for the disability community, Easter Seals provincial organizations offer transformative programs and services at the local level.

Building on the abilities of each individual, Easter Seals works to ensure everyone with a disability has access to the equipment, services and recreational opportunities they need to enjoy a high quality of life.

We work with a broad range of individuals: children and adults with physical, intellectual, sensory and learning disabilities resulting from congenital issues or accidents.

For more information visit [www.easterseals.ca](http://www.easterseals.ca) or contact Lisa McKeen at [lmckeen@easterseals.ca](mailto:lmckeen@easterseals.ca) or 647.293.3339