

Staples and Optimists thank Aurora for \$5,700-worth of ROARs



By Brock Weir

When Staples and the Optimist Club of Aurora sent out a ROAR to help local students in need, Aurora shoppers had no hesitation in answering the call.

Nearly 45 students in need are due to descend on Staples on Yonge Street and Murray Drive this week to get everything they need to start the school year off right, all thanks to you.

Each year the store and the service club team up to collect financial donations which are, through the Optimist Club, then connected with families in need to ensure each Aurora student has the school supplies they need to put their best foot forward.

This year's nation-wide campaign has the added star power of singer Katy Perry, with the slogan "Make Roar Happen" and Aurora did just that, bringing in a record \$5,690 worth of contributions.

"A big thank you to the Aurora community for their generous support of this back-to-school promotion," said store manager Susan Gaudet. "People have been so obliging. [The response] has been phenomenal and the fact you're helping out the community is just fantastic."

Optimist Terry Sherin said he expected to be working with a number of local families at the start of this week, distributing gift cards to those families referred to the group, and helping them make those all-important purchases. At press time, 43 students were due to be directly impacted by the local campaign, with more expected to trickle in over the next few days.

With the success of this year's campaign, both Staples and the Optimists have decided to set an ambitious goal for 2015 - a whopping \$10,000, which they hope to achieve by starting next year's fundraiser with a bang, and a bit earlier than this year's launch on July 27.

"We can do it - look at what we already did," said Ms. Gaudet with a big smile.

Added Mr. Sherin: "We want to thank Staples for continuing to support us too, which they have been doing for the last few years."