

AYSC calendar gives Canadian Tire 1,000 reasons to help Jumpstart sport in Aurora



By Jeff Doner

In a bid to enable more kids to participate in community sports, the Aurora Youth Soccer Club (AYSC) has presented representatives from the Canadian Tire Jumpstart program with a \$1,000 cheque.

"What I'm starting to learn is that it's the incredible organizations like the AYSC that are dedicated to making this happen for every child and then there is no question we can't do it without all these people," said Jumpstart regional manager, Freida Rubletz. "From the bottom of my heart, thank you. It's a comfort for me that if somebody said to me, 'where do I find soccer in Aurora?' I would know where to find soccer in Aurora. You guys have done an amazing job."

Jumpstart is a national charitable program that helps financially disadvantaged kids participate in local organized sport and recreation. Overall, the program has been known to help with registration costs, equipment and transportation costs for those who qualify.

According to the Jumpstart website, their program has assisted more than 540,000 children across Canada since its inception in 2005.

"We're just focused on the good of sports in the community and making sure every child can be a part of it. That's what it's all about," Rubletz said.

The program has a national network of 332 chapters including Aurora and area.

The AYSC raised the \$1,000 from sales of their 2014 50th anniversary calendar. The calendar is actually free, but with a donation to the Jumpstart program.

"The AYSC is very proud of the calendar initiative started in 2013, in that it not only celebrates its players and programs but also provides a fundraising opportunity for Jumpstart," said AYSC promotions and sponsorship coordinator, Louise Dyer. "As a result of this calendar, the AYSC was able to give Jumpstart a cheque for \$1,000 with the hope that we can continue to support Jumpstart with many more years of making calendars and other great fundraising opportunities."