

Jump into the Canadian Tire Aquatics Centre at the SARC



By Brock Weir

Local swimmers can now dip their toes into the waters of the newly minted Canadian Tire Aquatics Centre.

The new name of the pool at the Stronach Aurora Recreation Complex on Wellington Street East was unveiled on Wednesday morning by Mayor Geoff Dawe and Jeff Hodgkinson, owner of Aurora's Canadian Tire store on Bayview Avenue.

Canadian Tire has purchased the naming rights of the facility for five years, joining the ranks of organizations like Highland Automotive Professionals, Aurora Toyota, and Pfaff, who have each lent their name to municipal facilities in their case, arenas over the last few years.

"Sponsors play an important role in developing youth and recreation programs in our community," said the Town in a statement. "Funds from this \$10,000 sponsorship will go back into youth programming and help Aurora maintain quality programs at affordable pricing for all members of the community."

"Canadian Tire Aurora has included their charitable arm Jumpstart in the naming rights. The new owner of Canadian Tire Aurora is dedicated to making a positive difference in Aurora and supporting Jumpstart's core purpose of enriching the lives of kids in financial need through sports and physical activity. As a strong supporter of Jumpstart, Canadian Tire Aurora helps to give kids in our community from families in financial need the same chance to participate in sports as their neighbours, classmates and friends. Whether it's the chance to try a new sport or to continue with a favourite one, no child is left out."

Speaking after the photo opportunity, which was also attended by Councillors Wendy Gaertner and Tom Mrakas, Aurora CAO Doug Nadorozny, and Parks and Recreation Director Al Downey, Mr. Hodgkinson reaffirmed this commitment.

"I think it is important to give back to the community," he said. "There is a good synergy between the Town, Canadian Tire and our Jumpstart Program, so this was a natural fit. For the first time, the local store is going to take an active role with Jumpstart with our own chairperson to oversee things. We try to stay arms-length and we need to have it as a non-profit group and that is where the Town fits in to be able to administer that and bring the funds back into the community and it can stay here."

Added Mayor Dawe: "It is a great partnership. We have had this conversation many times; Aurora is a very affluent Town, but there are still a fair number of people who struggle to get by. Programs like Jumpstart help those kids who couldn't otherwise play a sport. Canadian Tire is extremely generous in how they put that program together and what they do. Even the program they run in the spring where they have that big Play Day at Machell Park, putting that together it is a great partnership and I think it is an opportunity for the Town to recognize how our business partners do give back."