



Media release

September 28, 2017

HASTINGS AND PRINCE EDWARD - The Give Where You Live (GWUL) tour is set to touch down on October 10, 2017 and race to a number of schools throughout the region on its inaugural tour.

GWUL is community fundraising effort organized through the volunteer efforts of police officers from local Ontario Provincial Police detachments and the Belleville Police Service.

Over the course of four days officers and teams of community volunteers will cycle to 11 schools across Hastings and Prince Edward counties to play host to special assemblies that include ice-cream eating contests, music and fun.

The aim of Give Where You Live is to engage local elementary students in a fun, interactive introduction to impacting their local communities through charitable fundraising and volunteerism. This year the program is directing all funds raised to Camp Trillium's OuR Island, which is located off the shores of Wellington in Prince Edward County.

"All of the volunteers, sponsors and supporters behind the Give Where You Live campaign are looking forward to kicking off a fresh, new take on supporting our local region," said Belleville Police Const. Jeremy Ashley, who is part of the GWUL organizing committee.

"Support for our program has been outstanding in all corners of the community," he added, noting that previous versions of the tour has raised upwards of \$430,000 in the name of children impacted by cancer.

"And now we are standing at the start line of something new that we believe will have an incredibly positive impact on the place we all call home."

Ontario Provincial Police Sgt. James Locke and GWUL rider said schools across Prince Edward and Hastings counties have been itching to get involved with the program.

"This is a new venture for our team and we are all blown away by the support from our local schools and students," said Locke, who is also a GWUL emcee.

"And we want to thank them for standing with us by putting on an awesome assembly during our visit."



“In fact, while we will be having ice cream eating contests at all our stops, there is **one** special school on our tour at which **every** student and staff member will be receiving a special surprise ice cream treat from Reid’s Dairy.”

This year the tour - which has been shortened to one week to allow for a transition period - will run from October 10 to October 13, 2017, visiting a total of 12 schools with a goal of raising \$10,000.

“Our main sponsors have again jumped on board,” said Belleville Police Service Const. Terri Smith, also a GWUL rider. “We have long-time support from **Canadian Tire Belleville, Reid’s Dairy** and **Bayview Auto** and this year we are welcoming **Bullet Signs and Graphics** to our fold of supporters.”

As well, a special fundraising barbecue will be held at Canadian Tire in Belleville at 4:30 p.m. Friday to mark the final touchdown of the tour.

“The BBQ will also feature Stirling-based **Extreme Rush** entertainment which will bring in rock walls and bouncy-castles to compliment the burgers and hotdogs,” Smith added, noting the BBQ event is being run by Belleville Community Policing volunteers.

“Everyone is welcome to come on down, meet the team and some of the local families we ride for,” she said.

For more information about Give Where You Live, visit gwul.ca.

For more information about OuR Island, visit camptrillium.com/ourisland/

Public Service Announcement information:

Give Where You Live BBQ

Canadian Tire Belleville

Friday October 13, 2017

4:30 p.m. until 7 p.m.

All proceeds to support the GWUL beneficiary - Camp Trillium’s OuR Island