



# THE GREAT CAMP ADVENTURE



## CHANGING KIDS' HEALTH FOR KEEPS

### About the Walk

On Saturday, September 27, 2014, hundreds of supporters will walk at Canaccord Genuity Great Camp Adventure benefiting SickKids. This adventure walk is a unique experience where everyone from 0-99 years young can participate to show their passion and support for SickKids, a global leader in paediatric health. Families, corporate teams, hospital staff and executives will once again this year bring out their inner big kid in the name of changing kids' health for keeps.

### Ways to Get Involved

#### Start Your Own Cabin

Provide a great employee engagement opportunity by sponsoring a cabin (team) for your most eager employees (and their families).

To learn more about how to get involved or sponsorship opportunities, please contact Sheryl at 416-813-6166 ext. 2071 or [corporate.partnerships@sickkidsfoundation.com](mailto:corporate.partnerships@sickkidsfoundation.com)

### 2013 Event Highlights

#### +1,400 PARTICIPANTS

More than **1,400** participants, volunteers and crew took part in the event.

#### +\$1.3 MILLION

Raised for most urgent needs at SickKids

#### +20 MILLION

Media impressions generated through coverage that included **113 stories**.

#### +\$2.4 MILLION

Media value obtained from our media partners – a **4:1 return** on investment.

**SickKids®**