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FOR IMMEDIATE RELEASE

MEDIA RELEASE

CELEBRITIES CHALK IT UP FOR CHARITY ON CANADA'S NATIONAL CHILD DAY

TORONTO, November 20, 2008 – To mark National Child Day in Canada, Toronto celebrities and community members chalked up their cues to compete in a charity pool tournament benefiting Street Kids International. Cues for Kids is the Toronto-based charity's second annual celebrity pool tournament, which took place Thursday November 20th at Rivoli in downtown Toronto, and raised awareness and funds for street kids worldwide.

"Cues for Kids allows members of the community to get together in support of issues that reach beyond the borders of Canada," said David Pell, executive director, Street Kids International. "With more than 100 million street kids worldwide, the funds and awareness raised tonight will help us reach these young people with our street health and entrepreneurship workshops."

Community members raised funds to play with their favourite stars from the world of TV, music and sports. Some of the celebrities participating included: five-time Olympic and world champion Donovan Bailey; Robert Rainford, host and chef on the Food Network; Matte Babel, MuchMusic VJ; and many more.

National Child Day in Canada was established in 1993 to recognize the basic human rights to which every child is entitled. Young people find themselves on the street as a result of poverty, war, HIV/AIDS and political instability, which often forces them to become primary income earners. Street Kids International's programs focus on educating street kids on health knowledge and safer ways to generate income.

Street Kids International is a non-profit organization founded in 1988 in Canada. Having reached more two million young people on the streets in over 60 countries, Street Kids International has been recognized by United Nations' former secretary general Kofi A. Annan as a global best practice leader in youth work.

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