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Media Alert

KIDSPORT RECEIVES \$10,000 TEAM UP FOUNDATION GRANT AS PART OF TORONTO FC'S COMMUNITY INITIATIVE "TFC TWELVE"

TORONTO, ONTARIO, AUGUST 16, 2011:

KidSport™ Ontario, in conjunction with the Toronto FC's "TFC TWELVE" community initiative, are putting on a free and fun soccer introduction event at the Cherry Beach Soccer Fields for local youth. The objective of the day is to offer children who may not normally have the resources to play soccer in their community the opportunity to be physically active, healthy and be introduced to the sport by the Toronto FC and coaches from the local Cherry Beach Soccer Club.

KidSport™ is very excited to announce that at this event they will be unveiling their newest Team KidSport member, TFC goalkeeper Stefan Frei. Stefan's first act as a member of Team KidSport™ will be accepting a \$10,000 grant provided by the MLSE Team Up Foundation that will ensure more kids facing financial barriers to their participation will get the chance to play soccer.

"I am thrilled that I have been given the honour of becoming the newest Team KidSport member," said Frei. "KidSport has done wonderful work in the community helping under resourced and under serviced children and youth enjoy opportunities in sport that would not normally be available to them. As a professional athlete, I truly believe that organized sports are of great importance to the development of children and I am thrilled as a citizen of this community to be able to help KidSport further the great work that they do to this end."

The intention of the day is to introduce local kids to organized soccer and a local club so they can pursue registration in a local league. KidSport™ Ontario will support their interest by facilitating their registration in the programs/clubs through registration and equipment grants enabled by the Team Up Foundation's contribution to the KidSport™ mission.

The event will be held at the Cherry Beach Soccer Fields and will draw over 60 children from the Regent Park Community Centre, the John Innes C.C., and the Wellesley C.C. The sole collective mission is to give these children and youth, along with others in the future, an opportunity to be physically active, healthy and enjoy sport as a lifelong pursuit.

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Event Details

Date: August 16, 2011 1pm to 3pm

Location: Cherry Beach Soccer Fields – 199 Unwin Avenue, Toronto Ontario

Breakdown of day: The day will consist of a skill develop session run by TFC staff and Cherry Beach Soccer Club coaches for local children and youth 8-14, a scrimmage between the kids and then a meet and greet with TFC goalkeeper Stefan Frei and a \$10,000 cheque presentation with the Team Up Foundation.

1:00 – 1:50 pm

Skill development session

1:50 – 2:00 pm

Break

2:00 – 2:30 pm

Scrimmage

2:30 – 3:00 pm

Stefan Frei announcement and MLSE Team Up Foundation cheque presentation

Guest Speakers:

Dawn MacDonald, Executive Director KidSport
Mike Bartlett, Executive Director, MLSE Team Up Foundation
Stefan Frei, TFC goalkeeper and Team KidSport member

What is KidSport™?

KidSport™ believes that no kid should be left on the sidelines and all should be given the opportunity to experience the positive benefits of organized sports. KidSport™ provides support to children in order to remove financial barriers that prevent them from playing organized sport. For more information on this national organization please visit www.kidsport.ca.

What is the Toronto FC's "TFC//TWELVE"?

Inspired by their fans (the "12th Man"), Toronto FC began a new community initiative that has them going out into the community for twelve straight days from August 8th to August 19th.

Players, coaches, front office staff, Academy, community members and organizations are coming together for the purpose of recognizing and supporting important initiatives, individuals and efforts in and around our city.

What is the MLSE Team Up Foundation?

The MLSE Team Up Foundation is the charitable arm of Maple Leaf Sports & Entertainment (MLSE), combining the philanthropic efforts of all four MLSE-owned teams – the Toronto Maple Leafs, Toronto Raptors, Toronto FC and Toronto Marlies. Launched in December 2009 and building on the past successes of the Raptors Foundation for Kids and the Leafs Fund for Kids, the MLSE Team Up Foundation is committed to making an even bigger difference for youth across Ontario. The MLSE Team Up Foundation strives to improve the lives of youth by building facilities, giving to sustainable programs and empowering youth through sports and recreation. Changing lives through the spirit and the power of sports. For information visit www.mlseteamupfoundation.org or www.mlse.com.

Who is Stefan Frei?

Stefan was born in Altstätten, Switzerland. He is fluent in both English and German. He attended De La Salle High School in Concord, California where he was named the 2005 Athlete of the Year. Stefan attended the University of California, Berkeley and was named to the All-Pac-10 First Team and to Top Drawer Soccer's Team of the Season in 2008. He was selected 13th overall by Toronto FC in the 2009 Major League Soccer (MLS) SuperDraft and went on to become the

Toronto FC Defender of the Year in both 2009 and 2010. Stefan has recorded 19 shutouts and has a 1.53 GAA in 79 games with Toronto FC. In 2011 Stefan was named captain of Toronto FC.

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