

FOR IMMEDIATE RELEASE

Skids for Kids Foundation makes a difference in local communities.

Toronto ON, 05/26/10 - Deeply committed to the well being of children and wanting to make a positive impact in the communities they are part of, Paramount Pallet has recently launched the Skids for Kids Foundation. The Foundation works with local and national charitable organizations to directly support children and child-related illnesses.

"The Paramount team deeply cares about the well-being of children," says Jim Mitrakos, President & COO of Paramount Pallet, and advisor for the Skids for Kids Foundation. "Skids for Kids is committed to making a difference in as many children's lives as possible." In addition, the Foundation is helping to generate awareness around critical areas of need and illness.

"We're continually impressed by the organizations that we partner with. The impact these organizations have on children and their families highlights the importance of communities working together to create support systems that lead to positive outcomes," says Mitrakos.

While in its first year of operation, the Skids for Kids foundation has already supported a number of organizations that focus on making a difference in the lives of children and their families including:

Tori's Buddies/Fight SMA Canada is an international non-profit organization focused on finding a treatment or cure for spinal muscular atrophy, the leading inherited killer of children under two.

The *Canadian Tire Jumpstart®* initiative, a community-based charitable program that helps kids aged 4-18 develop important life skills, self esteem and confidence through participation in organized sports and recreational activities such as hockey, dance, soccer and swimming.

Child Development Institute developed the *Here to Help* initiative to provide group intervention programs for women and children aged 4-16 years who have experienced domestic violence. The program is intended to stop the cycle of violence from repeating as these children become adults by addressing issues of safety, dealing with emotions, and parenting after violence.

The Vital Toronto Fund is a Toronto Community Foundation endowment that is focused on contributing to and partnering on strategies to tackle Toronto's most pressing needs and issues. Two projects receiving support are Beyond 3:30 and The Toronto Sport Leadership Program.

Beyond 3:30 is an innovative program designed to provide a safe, stimulating place for middle school students in high-needs inner city and inner suburb neighbourhoods. Available at no cost, the program reestablishes schools as the hubs of their communities by keeping them open and offering quality programs for students and their families.

The *Toronto Sport Leadership Program* provides young people in diverse and vulnerable neighbourhoods with the opportunity to gain skills, certification and jobs as sporting coaches and instructors. These valuable experiences are helping young people find the confidence, skills and experience to obtain employment and lead their communities.

Paramount Pallet is Canada's largest provider of pallets and pallet-related services, and is a 100% Canadian owned and operated company. Paramount Pallet has approximately 200 employees in eight facilities across the country; Vancouver, Calgary, Edmonton, Winnipeg, Toronto, Acton, Montreal and Moncton.

With over 30 years in the business, Paramount Pallet offers the latest technologies, including a state-of-the-art tracking system, to create the right pallet program for each company's unique needs. Since 1979, the company has grown to become the single largest member of the Canadian Pallet Council (CPC). Not only does Paramount contribute 20% of the total CPC pallet pool through their rental program, they are also the largest provider of services such as repair, sales and retrieval.

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