



MAPLE LEAF SPORTS + ENTERTAINMENT

February 22, 2010

MAPLE LEAF SPORTS & ENTERTAINMENT TEAMS UP WITH PARTNERS AND FANS TO AID HAITIAN EARTHQUAKE VICTIMS

As part of their ongoing Haitian earthquake relief efforts, Maple Leaf Sports & Entertainment (MLSE) and its partners sent their second plane load of supplies to Haiti on Monday. The flight saw desperately needed items such as canned food, baby formula, diapers, toiletries, clothing, bedding and medical supplies delivered by MLSE staff and representatives from partnering companies to two local Haiti relief agencies, ONEXONE/Partners in Health and the Light and Peace Mission. The first flight occurred February 16, which delivered tents, hand sanitizers, shampoo and other supplies.

“We’re fortunate to be in the sports and entertainment business where we are surrounded by great people who care and take action,” said Ian Clarke, MLSE’s executive vice-president and CFO, who led the MLSE initiative to deliver supplies to Haiti. “The devastation in Haiti will take significant immediate and long-term efforts to make things better. Our employees, partners and fans share our core value to be leaders in the community, and this belief has enabled us to put together two aid deliveries.”

Clarke added that without the generous support of their corporate partners and several local companies the relief flight to Haiti would not have been possible.

Donations of clothing were made by Under Armour and Bauer, Apollo Health and Beauty Care and GreenField Ethanol Inc. donated toiletries and hand sanitizer, while Toronto’s Westin Harbour Castle Hotel donated bedding and sheets. MLSE purchased medical and other supplies from local organizations and its staff organized a clothing-drive that resulted in the collection of more than 5,000 pounds of clothing.

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MLSE, partners travel to Haiti with much-needed supplies

MLSE's teams — the Toronto Maple Leafs, Toronto Raptors, Toronto Marlies and Toronto FC — also recognized the tremendous generosity of their fans and employees for their support in a variety of Haiti Relief fundraising efforts that occurred in January.

Together they raised more than \$155,000 through in-arena cash donations made by fans and employee donations. The sum of these donations was matched by MLSE and Federal Government. All money raised benefited UNICEF Canada's Haiti Earthquake Relief Fund.

Cash donations for UNICEF were collected at three Maple Leafs, Raptors and Toronto Marlies home games between January 22 and 26. Additionally, CentreSports, the official store of the Toronto Maple Leafs, Toronto Raptors, Toronto Marlies and Toronto FC, donated \$20 from every sale of nearly 500 Leafs, Raptors, Marlies and Toronto FC jersey sold to UNICEF Canada between January 22 and 30.

For more information, please visit www.mlse.com.

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