



FOR IMMEDIATE RELEASE

Charity Greetings Partners with Canadian Tire Jumpstart™ to Assist Canadian Children

TORONTO, October 17, 2011 - Charity Greetings, a division of ICEPICK Marketing Inc., is pleased to announce the launch of their 2011 holiday greeting card campaign, with 20 percent of the proceeds directed to support Canadian Tire Jumpstart™. Greeting cards can include imprinting a personalized greeting, company name, logo and a digital signature. Charitable greeting cards can be ordered online at www.charitygreetings.ca.

Canadian Tire Jumpstart is a national charitable program that helps financially disadvantaged kids to participate in organized sport and recreation by covering registration, equipment and/or transportation costs. Since 2005, Canadian Tire Jumpstart has helped give 350,000 Canadian kids the chance to play. To lend your support, visit Canadian Tire Jumpstart at www.canadiantire.ca/jumpstart.

“The holidays are the perfect time to show your card recipients you care”, said Carolyn Solby, Director of Marketing, Canadian Tire Jumpstart Charities. “Now a yearly holiday task of sending cards, can help make a difference in a child’s life. It’s a win-win situation for everyone.”

“Canadian Tire has been working closely with our parent company ICEPICK Marketing for the past two and a half years”, says Geordie Seed, President of ICEPICK Marketing. “It seemed a natural fit to be partnering with Canadian Tire Jumpstart. The effectiveness of this program relies on the efforts of those advocates who choose to participate. The team at Canadian Tire Jumpstart are extremely dedicated to this program, and as such are using every form of communication available in an effort to reach the largest audience possible”.

About Charity Greetings: In 2008, ICEPICK Marketing Inc. founded Charity Greetings to assist registered Canadian charities with the donation of services, time and skills. Charity Greetings provides corporate clients an opportunity to support charitable causes through the purchase of greeting cards. ICEPICK Marketing Inc., specializing in integrated marketing solutions, is a recognized leader in innovation for helping customers to better engage with their consumers.

For more information about the Charity Greetings holiday greeting card program please contact Geordie Seed at Charity Greetings at 647-477-7529, or geordie@icepick.ca

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