

1985 Easter Seal campaign

Toronto, Ontario — To successive generations of Ontario residents, March has become known as Easter Seal month when members of 235 service clubs across the province will be canvassing their local communities in the hopes of raising funds to aid physically disabled children. This year's target is \$3.45 million.

"The Easter Seal Society is the largest children's service of its kind in North America," explains John Butler, coordinator of the Easter Seal Campaign. "The Society provides services and a variety of life skills and recreational programs for more than 6,700 physically handicapped children and their families in Ontario."

According to Butler, affiliated service clubs conduct the month-long campaign in their respective communities, with 50 per cent of the funds collected being used to meet their local needs and the remainder given to the Society to assist in providing essential services for the children on a province-wide basis. The first campaign was launched in 1947 and led by the late Conn Smythe because he was Treasurer.

In addition to local fund-raising events and a province-wide direct mail campaign, the Easter Seal Campaign culminates in a 17-hour television extravaganza called Superthon which will begin broadcasting on Saturday, March 30, 1985 in 12 Ontario cities. Organizers hope to raise an additional \$1 million through this medium.

Butler says the 17-hour telethon has a new look, with each hour themed to satisfy the musical tastes of all viewers. Superthon will air in the following cities:

Ottawa, Toronto, Wingham, London, Sudbury, North Bay, Sault Ste. Marie, Timmins, Windsor, Thunder Bay, Barrie and Kingston.

The Easter Seal Society was founded in 1922 when representatives from 10 service clubs formed the Ontario Society for Crippled Children in order to provide adequate resources and support for physically disabled children. The Society is governed by a

volunteer Board of Directors with province-wide representation.

"Today, 235 clubs such as Rotary, Lions, Kinsmen and Kiwanis are affiliated with the Society and direct their community service efforts in support of it," Butler says.

The Society provides care for children up to 19 years of age whose activity is restricted by a physical handicap resulting from ac-

cidents, disease, congenital defect, birth injury or amputation.

Care and treatment is provided either directly through such programs as district nursing service, diagnostic clinics and camping and recreational programs or indirectly through financial support of research into the causes and prevention of crippling conditions. These services are designed to help improve the lifestyle of physically disabled children and increase their opportunity for total independence.

According to Butler, there are four major sources of funds - the annual Eastern Seal Campaign, regular direct mail

campaigns, bequests and various special event activities such as the annual Bobby Orr Skate-a-thon and Snowarama, a 100-km snowmobiling fund-raising challenge held in January and February.

The Society is incorporated in Ontario and is a registered charity under the regulations of Revenue Canada. The 1985 budget totals approximately \$10 million, with 75 per cent of it channelled directly into the care and treatment of physically disabled children. Approximately 16 per cent provides for extensive fund-raising activities and information services, and nine per cent is allocated to administrative operations.

Parents invited

by SANDRA SEBESTYEN

Saturday morning at 9:30 is the usual time for a small group of mixed kids to bowl. The ages of the group is seven to fifteen and only requirement is to have fun. These kids have been bowling from last year of October 1984. This Youth bowling got started when the Recreation Office advertised for adults interested to assist youths with their bowling. Having extensive training and interest working with kids, Ann and Reg Gagg applied and were accepted.

They started off immediately showing the youngsters that bowling can be fun and enjoyable sport. Last Saturday, Feb. 23 was the kid's real big day they invited their parents and many showed up. Some of the kids with 140 averages were able to give their parents pointers and even handicaps. Afterwards to show some real style they silly bowled (backwards, on one foot, on one knee) much to the fun of everyone.

Youth bowling ends March 2nd and playoffs

begin on March 16th. They will be having a Banquet in the first week of April. Trophies will be awarded, but Reg says the main thing is that everyone have a good time.

Sibley ski tour

Organizers for the 1985 Sibley Ski Tour indicate that preparations for the Tour are continuing on schedule. It appears that the competition in this year's events will be quite intense. The 50 km event is drawing a great deal of interest from competitors. Reijo Puiras, the defending champion in the 50 km race, is again one of the favourites. However, he has cut back his racing schedule somewhat this year. This has encouraged some of his challengers to believe that they might have a good chance to take the title away from him.

Recent snowfalls have provided a much improved snow base in Sibley Provincial Park. At the present time, skiing conditions in the park are considered to be excellent. Further preparations on the race course will be undertaken to assure that conditions will be ideal for all skiers.

The Ski Tour is scheduled for Saturday March 2, with the start taking place at Pass Lake.

For further information contact Hilary Kaszor at 807-622-3532.



THUNDER BAY TOPS TURNEY

Thunder Bay "Thunder Kings" won the top prize of \$1,000.00 and the Carling O'Keefe Trophy in the 5th annual Schreiber Terrace Bay Intermediate No-Body Contact Hockey Tournament, with an 8-6 victory over the "Schreiber Sabers". The Sabers won the \$600.00 consolation prize. Geraldton defeated the "Terrace Bay Hawks" by a score of 6-4 and picked up the \$500.00 3rd prize. The Hawks picked up \$400.00 for their efforts. Individual awards were presented to the following...

MVP
Sportsmanship
Most Points
Best Defence
Best Goalie

Dan Letaurn (Geraldton)
Gary Squires (Thunder Bay)
Andre Poulin (Geraldton)
Gord Fummerton (Schreiber)
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