



Executive Summary

The North American Van Lines' Tour de Force will be an exhilarating cycling trip through southern Ontario and Quebec. The bike run will kick off at the Air Canada Centre in Toronto on September 10th with celebrities in attendance including players from the Toronto Maple Leafs and former NHLers, and will last for seven days ending in beautiful downtown Montreal. The trip will be broken down into seven 85-kilometre intervals. Cyclists can register for the entire trip or certain legs of the journey. At the end of each leg of the trip there will be a celebration in the evening.

The proceeds of the Tour de Force will go towards the Canada Company Scholarship Fund that provides the children of fallen Canadian soldiers with financial assistance for their post-secondary education. After losing so much, these children deserve the opportunity to succeed in their own lives with a first-class education. Do your part and register and donate today to Canada Company's Tour de Force, at www.canadacompany.ca

About Canada Company

Canada Company, created in 2006, brings community leaders from across Canada together to support Canadian soldiers and their families. The Canada Company Scholarship Fund was created in 2008 to supplement benefits available to the children who have had a parent perish while on duty. Awarded annually, the scholarships provide \$4,000 per year for up to four years for children who qualify. These scholarships help to offset tuition fees and other living expenses required to complete a post-secondary education and have been awarded ten times since 2008.

About North American Van Lines Canada

Established in 1952 in Canada, North American Van Lines is a full-service moving and storage company with agents throughout Canada and the United States with strong ties to the international market throughout the world. The van line supports The Children's Wish Foundation, The Children's Miracle Network and other charitable causes. North American and its agents are also the Official Movers of the Toronto Maple Leafs, Toronto Raptors, Toronto FC Football Club and the Toronto Marlies as well as the Montreal Canadiens, Montreal Alouettes, the Montreal Impact, Ottawa Senators, Hamilton Bulldogs and the Kitchener Rangers.