



Character Community Foundation of York Region

Media Release

Monday, October 15, 2007

For Immediate Release

Character Community Foundation of York Region celebrates Character Community Week October 15th to 19th

Week-long events promote character attributes at home, school, work and play

NEWMARKET – The Character Community Foundation of York Region is celebrating Character Community week across York Region starting today, Monday, October 15th through Friday, October 19th inclusive with a week-long series of events that promote character attributes at home, school, work and play.

The Character Community initiative is recognized and supported by The Regional Municipality of York, our nine area municipalities, York Regional Police, the York Region District School Board and York Catholic District School Board, along with the York Region Media Group and numerous community and business organizations.

“The Regional Municipality of York and Regional Council are proud sponsors of the Character Community Foundation,” said York Region Chairman and CEO Bill Fisch. “Character and its attributes underlie everything we do in York Region and is a major component of creating and sustaining caring and compassionate communities.”

“Good character is about doing your best day-in and day-out,” said Character Community Foundation Chair John Havercroft and Superintendent of Education for the York Region District School Board. “Character Community week provides us all the opportunity to reflect on how we model, teach, practise and celebrate good character every day.”

Now in its fourth year, the celebration is intended to reinforce the importance of incorporating the 11 attributes of the Character Community initiative – Respect, Responsibility, Courage, Inclusivity, Honesty, Fairness, Integrity, Optimism, Compassion, Perseverance and Initiative – into everyday actions including: on and off the ice rink, while driving, in business practices and in the school yard.

For a comprehensive list of Character Community Week events and information about the Character Community Foundation of York Region, please visit www.charactercommunity.com

- 30 -

Media Contact: Ken Turriff, Corporate Communications, York Region
Phone: (905) 830-4444 / toll-free 1-877-464-9675, Ext. 1226
Cell: (905) 251-6415 / Email: ken.turriff@york.ca