



We never  
underestimate  
the value of an  
unused ticket..

Every year, thousands of event tickets across Canada go unused. But thanks to the ongoing efforts of the *Kids Up Front Foundation*, many of these tickets end up in the hands of various charitable organizations, who in turn present them to the children and families they serve. As a result, children faced with illness, disability, poverty and other challenging circumstances are given a rare opportunity: the chance to spend quality time with family, have fun and just enjoy being a kid.

Founded by a group of community-minded business people in Calgary, *Kids Up Front* was officially launched in 2000, and since then has provided thousands of entertainment opportunities to those in need. And now, after successful expansion into Edmonton, *Kids Up Front* has launched in the Lower Mainland.



## A Simple Idea

The *Kids Up Front* organization engages in two main activities: we recycle unused tickets donated by individuals or organizations, and we create event-based programs that we offer to local child-serving agencies. Through our efforts, kids and their families - who otherwise would not have access to such opportunities - are given the chance to attend sporting events, live theatre, concerts, the ballet, opera, magic shows and large stadium events like tractor pulls. They can also participate in ski trips, day camps, horseback riding and autograph sessions, and even take part in drama, dance and singing classes.



## Making a Difference

Many children in our society face challenges arising from poverty, illness, physical or mental disability, and other difficult circumstances. As many of our agency partners have told us, the entertainment and experiences we provide can be a healthy and fun-filled option for a child who doesn't have many. At *Kids Up Front*, we never underestimate the value of an unused ticket - it has endless possibilities for kids in need.

## The Value of Partnerships

In addition to our valued agency partners who receive and distribute entertainment opportunities, *Kids Up Front* has developed varied and unique partnerships with corporations and individuals, allowing us to reach kids throughout the Lower Mainland. As Heather Shaw, Executive Chair of Corus Entertainment, has told us, *"We became a founding sponsor as we recognize the differences [Kids Up Front] makes in the lives of so many."*



For more information on how you or your organization can help make a difference in the lives of the kids and families we serve, please contact:

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