

For Immediate Release: April 20, 2011

MEDIA ADVISORY:

WHAT: The launch of the 2011 GO GARRETT GO Fundraising Campaign at the Hospital for Sick Children (SickKids) supporting Children's Miracle Network Hospitals in Canada and the U.S. and new this year...KidSport – a national organization made up of 188 provincial, territorial and community chapters raising funds to help remove the financial barriers that prevent kids and youth from playing organized sport.

WHY: When Garrett was seven, in the early hours of the morning on December 25th, 2007, he suffered a severe seizure and was rushed to Oakville Trafalgar Hospital where he was non-responsive for four hours. Soon after he became responsive he had another seizure and at that point it was determined that he should be moved to SickKids in Toronto. After transferring to SickKids, Garrett stabilized and was hospitalized for about a week. The doctors determined that a virus attacked Garrett which his system simply did not like, causing the epileptic seizure. While they believed the series of seizures was caused by a "one-time" event (a virus) no chances were being taken and he was put on anti seizure medication for two years. When he came off the medication he wanted to play football – and more importantly raise money for to help "kids who can't" play or do the things other kids take for granted. In 2010, at the age of 10 he started GO GARRETT GO and raised over \$20,000 through people pledging a dollar amount for every touchdown Garrett either scored or threw (as the quarterback on his team). Garrett is back in 2011 healthier than ever and ready to go...this year in two sports (football and soccer)!

WHEN: Monday April 25 at 11 a.m. Schedule of speakers:

10:50 Attendees gather.
11:00 Welcome from Garrett & Gerard Holmes (Garrett's father)
11:03 Deborah McKinnon (SickKids Foundation)
11:06 Dawn MacDonald (KidSport Ontario)
11:09 Damon Allen (CFL Legend and Advocate for Amateur Football)
11:12 Thank you from Gerard Holmes. Photos.

WHERE: SickKids – 555 University Avenue, Toronto - front lawn area at University Ave. entrance to the Hospital. Rain location: Meet at University Avenue entrance to be escorted to Rotunda.

WHO: Interview Opportunities: Garrett Holmes, Damon Allen, Kevin Eiben (Argo Outside Linebacker and 2010 CFL East All Star), Duane Butler (Former CFL-Montreal and NFL-Minnesota player) Deborah McKinnon, Dawn MacDonald, Carlos Ferreira (Director, Marketing, Toronto Argonauts) Boris Aguilar (President, RedPatch Boys), Phil Tobin (Vice-President RedPatch Boys).

DETAILS: www.gogarrettgo.com

Last year people pledged a dollar amount for every touchdown Garrett either threw or scored (he's the quarterback), for his football team, the Halton Cowboys

Atoms (in the Ontario Minor Football League). He scored or threw for 16 touchdowns and raised over \$20,000.

In 2011 the big news is that Garrett is attempting to raise money through pledges raised in not one, but two sports, football, and new this year, soccer – with both seasons running simultaneously! People choose which one (football or soccer) they want their pledge to apply to.

Also new this year is that people are being asked to pledge for every touchdown(in football) or goal (in soccer) that his teams score – not every touchdown or goal he scores. Garrett wanted to get the team more involved.

However, people can still pledge for touchdowns thrown or scored by Garrett – by choosing to “double-up” – meaning they pledge an amount for every touchdown scored by the team – and double it for every touchdown scored or thrown by Garrett. They can do the same for soccer as well (although he plays defence in soccer – and doesn’t really score often).

In 2011 Garrett will play football for the Halton Cowboys Pee wee team (players born in 1999 and 2000) during the spring 2011 Ontario Minor Football League (tackle) season. He will play soccer for the U12 (under 12 years old) Burlington Stingers team, a division one team in the (Ontario) South Region Soccer League.

The football season runs from mid May through to the first week of August - with each team playing 7 or 8 regular season games (the final schedule is not out until mid April) plus one to three playoff games - so the total season could have between 9 to 11 games. These 9 to 11 games are the games for which touchdowns will be counted and for which pledges are raised. For some perspective, last season Garrett scored or threw for 16 touchdowns out of his teams total of 27 touchdowns for the season.

The soccer season runs from the first week of June through to the end of August, with each team playing 14 regular season games (only regular season games count towards pledges). For some perspective, last years team (the boys U11 team – which has now moved up a year) scored 40 goals in 14 games.

100% of all donations go directly to Children’s Miracle Network (the hospital of the donors choice ie: SickKids - Garrett's choice since he was a patient there) or KidSport (the provincial chapter of the donors choice).

In 2011 GO GARRETT GO has already attracted the support of: Toronto Argonauts - Hamilton Tiger-Cats - NFL Canada - CFL Alumni Association. - Warrior Sports U.S.A.

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