

NEWS RELEASE

For Immediate Release
February 18, 2011

Media company sends big hugs to children and youth PHD Canada's Big Hug Day supports Ontario's Children's Aid Societies

TORONTO – [PHD Canada](#) celebrated Big Hug Charity Day on Friday, February 18 with a big human purple ribbon and “Change for a change” events at Yonge and Dundas streets and Union Station. PHD, a media buying company, raised awareness of the needs of children and youth in the care of [Ontario's Children's Aid Societies](#).

While Ontarians celebrate Family Day, [PHD](#) brought attention to the need for permanent families for all children and youth. PHD has partnered with the [Ontario Association of Children's Aid Societies](#) to bring light to the fact that children and youth in care want to have lasting family connections.

“Children and youth need the encouragement of a hug, handshake or a high-five that they get from being part of a family,” said Mike Cooper, Worldwide CEO, [PHD](#). “That’s why we have partnered with Children’s Aid Societies in Ontario, to show everyone that children and youth in care need hugs too. We can all get involved with our local Children’s Aid to make that a reality by volunteering, fostering or adopting.”

[PHD](#) has been working with the [Ontario Association of Children's Aid Societies](#) (OACAS) as their charitable partner since 2007. Over the years, PHD has supported the Association’s efforts to educate the public about the many ways they can get involved in protecting and caring for children and youth in need or at risk. PHD has also sponsored scholarships for youth in care pursuing post-secondary education.

“[Ontario's Children's Aid Societies](#) are grateful for PHD’s efforts in raising awareness about children and youth in care and their generosity in providing youth with opportunities to achieve their potential,” said Mary Ballantyne, Executive Director, OACAS.

Big Hug Charity Day is a global initiative among [PHD](#) offices in Toronto, Montreal, across Europe, Asia and South America. This year marks the 21st anniversary of PHD Worldwide and as a thank you, the company is celebrating by giving back to the community in all the regions they serve.

Since 1912, [OACAS](#) has represented [Children's Aid Societies in Ontario](#) and provided service in the areas of government relations, communications, information management, education and training to advocate for the protection and well-being of children. OACAS is the voice of child welfare in Ontario.

-30-

For more information:

Marie-Lauren Gregoire
Communications Advisor
OACAS
(416) 987-9685

Victoria Cromie
Account Manager
PHD Canada
(416) 324-1782