



FOR IMMEDIATE RELEASE

Kids Get Creative About Safety: "I ThinkFirst!" Contest Results

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TORONTO, June 8, 2011 /CNW/ - ThinkFirst Pensez d'Abord Canada is pleased to announce the winners of their first "I ThinkFirst!" Contest. As a national injury prevention charity focusing on children and youth, ThinkFirst was delighted to receive over 100 submissions from students across the country. In the inaugural year of the contest, ThinkFirst will be rewarding free helmets for each student in participating classrooms in addition to classroom resources to support learning about injury prevention.

With generous support from TD Bank Group, the "I ThinkFirst!" Contest launched in 2010/11 as a way to hear back from kids about TD ThinkFirst For Kids (TD TFFK). TD TFFK is an educational program that provides fun, interactive lessons and activities for children in Kindergarten to grade 8 about injury prevention. The TD TFFK program is available free of charge to teachers and public health workers through ThinkFirst Canada and can be ordered through thinkfirst.ca.

"ThinkFirst encourages kids to use their minds to help protect against their leading health threat, a preventable injury," explains the charity's Executive Director, Rebecca Nesdale-Tucker. "ThinkFirst looks forward to rewarding creative projects showing how kids can *think first* before participating in favourite activities."

Injury is the leading cause of death for Canadian children and youth. Researchers estimate that up to 90 percent of injuries are predictable and preventable. The "I ThinkFirst!" Contest is working to engage children and youth, and those who care about them, to reduce the risk and prevent injury.

There is no denying that "Thinking first is a five star idea!" - T. Faisey, C. Address, & C. Wright from St. Mary School, Massey, ON.

The top five "I ThinkFirst!" Contest submissions are:

- **Miss. Gennaccaro's Grade 4 Class**, from Blessed Kateri Tekakwitha, Hamilton, ON (group submission).
- **Clara Yang, age 14**, Quispamsis Middle School, Quispamsis, NB (individual submission).
- **The Students of Room 209 (Ms. Prentice)**, from John Ross Robertson Public School, Toronto, ON (group submission).
- **Jacob Silva, age 6**, West Oak Public School, Oakville, ON (individual submission).
- **Mrs. Sprigg's Grade 3 Students**, from Mount Albert Public School, Mount Albert, ON (group submission).

"We are happy at TD to help ensure that children are learning valuable lessons about how to think first, stay safe and prevent injuries," says Alan Convery, National Manager Community Relations, TD Bank Group. "We have been proud to support ThinkFirst for more than ten years, as they bring important lessons to youth in communities all across Canada."

Creative projects submitted will be profiled on the ThinkFirst website, as well as within upcoming publications and materials encouraging injury prevention. To view submissions from the winners and top semi-finalists, please visit www.thinkfirst.ca.

ThinkFirst Pensez d'Abord Canada is a national, charitable organization dedicated to preventing brain and spinal cord injury. Founded in 1992 by renowned neurosurgeon, Dr. Charles Tator, ThinkFirst Canada continues to be an injury prevention leader encouraging children and youth and those who care about them to be active and safe. ThinkFirst advocates for proven injury prevention strategies including helmet use. At the heart of ThinkFirst Canada are Chapters across Canada, stretching across the country in every province. ThinkFirst's injury prevention message is promoted through school based and sports and rec programs, concussion education, as well as through community presentations with the help of VIPs (Voices for Injury Prevention), a dedicated group of injury survivors who share the message that prevention is the only cure.

Photos :

- 1) <http://smr.newswire.ca/media/articles/1359/clara-yang--age-14--quispamsis-ms.jpg>
- 2) <http://smr.newswire.ca/media/articles/1359/jacob-silva--age-6--west-oak-ps.jpg>
- 3) <http://smr.newswire.ca/media/articles/1359/mrs-sprigg-s-grade-3--mount-albert-ps---02-02.jpg>
- 4) <http://smr.newswire.ca/media/articles/1359/students-of-room-209--john-ross-robertson-ps.jpg>

Video: <http://www.youtube.com/watch?v=U49z4OVI5W8>

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