



Record-Breaking Support for 5th Annual Dress Down for Wheels Campaign

Staff across the St. Clair Catholic District School Board came together once again during Catholic Education Week (May 5–9) for the 5th Annual Dress Down for Wheels campaign—raising a record-breaking \$10,000 and purchasing 43 bikes, complete with helmets, locks, and other safety accessories for students in need.

Organized by OECTA representatives, this initiative invited staff across the board to “dress down” in exchange for a donation. Contributions poured in from educators, support staff, administrators, custodians, office staff, and central team members—along with generous support from local unions and associations.

“We had the biggest turnout yet,” says Chad Coene, one of the organizers. “It’s incredible to see staff from every school and worksite step forward. This campaign continues to grow year after year because our entire St. Clair Catholic community believes in it.”

“These bikes represent more than just wheels,” says Brian Breault, another organizer of the initiative. “They mean freedom, independence, and joy for the students who receive them. For many families, it’s a gift that makes everyday life easier—whether it’s getting to school, joining friends at the park, or simply having the chance to ride.”

“We were completely overwhelmed by the reaction when we gave the bike to one of our students,” shares a participating staff member. “She was in shock, bursting into tears of happiness. Just minutes later, she came running down the hallway, threw her arms around me, and gave me the biggest hug. It was a moment of pure joy—one we’ll all remember forever.”

“This campaign is a beautiful expression of who we are as a Catholic school board,” says Lisa Demers, Director of Education. “Coming together as one community—every school, every department—in support of our students shows the strength of our shared mission. I’m incredibly proud of what we’ve accomplished together.”

The success of this year’s campaign is a testament to the compassion and generosity of St. Clair Catholic’s staff—helping lift up students, one bike at a time.

For further information regarding this release, please contact:

Catholic Education Centre
420 Creek Street
Wallaceburg, ON N8A 4C4
www.st-clair.net

Director of Education
Lisa Demers
519-627-6762 ext. 10241
media@st-clair.net

Chair of the Board
John Van Heck
519-350-0025

Supervisor – Communications and
Community Relations
Leah Cabral
519-627-6762 ext. 10243
leah.cabral@sccdsb.net