



ST. CLAIR CATHOLIC  
DISTRICT SCHOOL BOARD  
*Lighting the Way ~ Rejoicing in Our Journey*

## **MEDIA RELEASE: FOR IMMEDIATE RELEASE**

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### ***“YELLOW BEAR GOES TO CATHOLIC SCHOOL” TO FUND KINGDOM ASSIGNMENT PROJECTS ACROSS ONTARIO***

In 2008, the St. Clair Catholic District School Board published the children’s book *Yellow Bear Goes to Catholic School*, copies of which have been purchased by Catholic school boards throughout Ontario and across Canada. The Board receives a royalty payment of \$1 for each copy sold. To date, 30,000 copies of *Yellow Bear Goes to Catholic School* have been purchased. After recovering costs for art work and related production fees, St. Clair holds a surplus from this project of about \$13,350.

“We are extremely pleased with the sales of *Yellow Bear*,” says Paul Wubben, Director of Education. “Now, we want to use some of those funds to promote the good work of Catholic education across the province.”

To that end, St. Clair Catholic, along with Maracle Press, which is the printer of *Yellow Bear Goes to Catholic School*, will help fund Kingdom Assignment Projects in Catholic school boards across the province.

For the 2010-2011 school year, the Board will provide \$2,000 of seed money for the *Yellow Bear* Kingdom Projects, which will be matched by a \$2,000 donation from Maracle Press. This will permit the Simcoe Muskoka Catholic District School Board and the Halton Catholic District School Board to initiate *Yellow Bear* Kingdom Assignment Projects. There are two provisions: 1) That \$2,000 be set aside each year of the Kingdom Assignment to fund the next year’s project, so that it becomes self-sustaining; and 2) that the original stake of money be returned to St. Clair Catholic for redistribution to two more school boards the following year.

In year two, the original \$4,000, plus an additional \$4,000 from the next year’s *Yellow Bear* sales (\$2,000 from St. Clair matched by \$2,000 from Maracle Press) will be distributed to four more boards to initiate *Yellow Bear* Kingdom Assignment Projects. It is intended that this cycle would continue until each Catholic school board in Ontario (English and French) has been given start up money for self-sustaining Kingdom Assignment projects across Ontario.

“We look forward to hearing how this seed money from *Yellow Bear Goes to Catholic School* supports charities and people in need across our province,” says Mr. Wubben.