

## MEDIA RELEASE

*For Immediate Distribution*



### **Skills Ontario launches #FillTheToolbox engagement campaign to raise funds and celebrate 30 year anniversary**

*The campaign aims to represent how Skills Ontario programs give youth the tools of education, experience, and employment in order to recognize their opportunities in skilled trades and tech*

**Ontario (December 3, 2019)** – This Giving Tuesday, Skills Ontario is thrilled to announce the official launch of the #FillTheToolbox engagement campaign, where every donation supports Skills Ontario programming and counts towards representatively giving Ontario’s youth the tools to learn about career opportunities in the skilled trades and technologies.

The campaign’s goal is to earn support from 240 donors in total. The digital toolbox starts empty, and every donation, no matter the size, allows for the toolbox to gradually fill. With eight tools in total, every thirtieth donation officially unlocks each tool and places it in the toolbox. The link to donate, the symbolic toolbox, and the hidden tools can be found on Skills Ontario’s website at [skillsontario.com/fillthetoolbox-30-year-anniversary-engagement-campaign](https://skillsontario.com/fillthetoolbox-30-year-anniversary-engagement-campaign). Donors are recognized on the page and through social media as tools are unlocked.

“Skills Ontario would not be able to deliver educational, experiential programs and inspire youth without the help of our partners and donors,” says Ian Howcroft, CEO of Skills Ontario. “With this fundraising and engagement campaign, we not only celebrate 30 years of operation, but also emphasize just how significantly donors’ support represents an investment in the future of Ontario. By donating, advocates help us deliver programs, and in turn, educate and inspire Ontario’s youth.”

With every thirtieth donor and milestone that is reached by unlocking a tool, Skills Ontario recognizes an important element of educating audiences on skilled trade and technology careers, such as debunking existing myths and stigmas. Every donation allows Skills Ontario to spread a message that benefits all of Ontario, present and future. The campaign will reach its conclusion on the last day of the 2020 Skills Ontario Competition, May 6th.

#### **Skills Ontario – Promoting skilled trades and technologies in Ontario since 1989**

Over the last 30 years, Skills Ontario has been growing a portfolio of programs including in-school presentations reaching 125,000 students across Ontario, career exploration summer camps, Young Women’s and First Nations, Métis, and Inuit Career Exploration Conferences, and annually hosting Canada’s largest skills competition which attracts 37,000+ spectators who cheerlead the 2,400+ competitors in 68+ trades and tech categories. To see how you can partner with Skills Ontario and help make a difference in the lives of Ontario’s youth, visit [skillsontario.com/get-involved](https://skillsontario.com/get-involved).

-30-

#### **Media Contacts:**

**Emina Jakupović**

Manager of Communications

519 749 9899 x 221

[ejakupovic@skillsontario.com](mailto:ejakupovic@skillsontario.com)

**Ian Howcroft**

Chief Executive Officer

519 749 9899 x 229

[ihowcroft@skillsontario.com](mailto:ihowcroft@skillsontario.com)