



Corporate Canada Steps Up to Improve Black Excellence in Youth *Young Black Men the Focus of Attention*

February 25, 2021---The 100 Strong Foundation is proud to announce a number of new corporate partnerships. A series of financial commitments have been made by CIBC, National Bank of Canada, Stifel Nicolaus Canada and Staples Canada.

The contributions made by each of the organizations will continue to help build the Foundation to achieve its fundamental mission ---to mentor and foster excellence in young Black men across Canada.

“As Canadians celebrate Black History Month, we’re very pleased and grateful to share this news, said Donald McLeod, co-founder, and Chair of 100 Strong Foundation. “These corporate gifts will help to improve Strong Academy’s education program and will also contribute to its expansion” he added.

Launched in 2012, the Strong Academy has curated student mentorship programs for middle school-aged Black youth and helped to pave a positive path forward on their academic journey.

“The 100 Strong organization brings the wisdom and caring of senior role models and mentors to effect positive change in the lives of young Black boys, observed Brian Davis, Co-President of National Bank Financial Inc. “100 Strong has made long term contributions to our community and we are proud to support their efforts.”

Originally launched in the Durham region, program developers of the 100 Strong Summer Academy have received expansion requests from as far east as Halifax and across the country to Vancouver.

“CIBC is proud to be part of this important initiative that supports the next generation of leaders and changemakers, in making their ambitions a reality,” said Andrew Greenlaw, Vice President, Community & Client Relationships. “Canada’s economic growth and prosperity depend on engaging all of our human capital. When we all work together, we can make a difference.”

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Expansion plans are currently in development for parts of Peel region and as far east as Halifax, Nova Scotia.

“Education represents a powerful lever for change,” added Harris Fricker, President of Stifel Nicolaus Canada. “We’re keen to support the growth of the 100 Strong Foundation.”

“Supporting educational needs is an important part of our values and commitment to the communities we serve as The Working and Learning company, added Staples Canada CEO David Boone. “We’re pleased to play a role in helping to improve opportunities for the young men of 100 Strong Foundation.”

The collective funds from the new corporate partners will total \$412,500. Program registration for the 2021 Summer Academy will open in late spring.

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