
Rosseau sponsored Rally for Kids with Cancer raises over \$3 million for SickKids Foundation

TORONTO, Oct. 4, 2011 /CNW/ - Rosseau Asset Management Ltd., the Presenting Sponsor of the Rally for Kids with Cancer Scavenger Cup in support of SickKids Foundation, is proud to announce that the fourth annual event raised over \$3 million for children's cancer research, treatment and care. The two-day event held on September 16th and 17th, 2011 involved 30 drivers, driving everything from a pick up truck to a Bugatti, competing in skill testing challenges at pit-stops in and around the city of Toronto. This year's Celebrity navigators included: Honorary Co-Chairs Gene Simmons and Shannon Tweed along with Estella Warren, Eric Roberts, Angela Besharah, Jonathan Togo and a host of others.

"We were honored to co-chair the Rally for Kids with Cancer event and participate alongside the generous drivers, sponsors and other well-known celebrities. Their passion to help put an end to children's cancer is incredible", said Gene Simmons and Shannon Tweed. "After spending time with the children at The Hospital for Sick Children, we believe everyone who donated to this incredible event made a difference in the lives of children currently battling cancer. We were inspired by those kids and their families and their positive outlook on life, considering what they have to endure each day. This is one of the most exciting and effective charitable fundraising initiatives providing critical funds for research, treatment and care of kids suffering from cancer."

"Every gift in support of children's health makes a difference," says Ted Garrard, President and CEO, SickKids Foundation. "Community support from events like Rally for Kids with Cancer helps patients and their families who continue to rely on SickKids to have access to the best resources and treatment."

"The Rally is gaining momentum every year as more and more people discover what a fun event it is, while at the same time helping children with cancer," said Warren Irwin, President and Chief Investment Officer of Rosseau Asset Management Ltd.

Established in 1998, Rosseau Asset Management Ltd is a money management firm based in Toronto that caters to the needs of high net worth and institutional investors. Rosseau Asset Management Ltd. has established itself as an exceptional performer in the area of alternative investments.

For further information:

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