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Rosseau's Rally for Kids with Cancer raises over \$2.6 million for SickKids

TORONTO, Oct. 25, 2012 /CNW/ - Rosseau Asset Management Ltd., the Presenting Sponsor of the Rally for Kids with Cancer in support of SickKids, is proud to announce that the fifth annual event raised over \$2.6 million for children's cancer research, treatment and care bringing the Rally's 5-year total to just over \$11 million. The two-day event held in Toronto on September 21st and 22nd, 2012 involved 22 drivers competing in a series of skill testing challenges at various pit stops in and around the city. This year's celebrity navigators included Honorary Chair Kurt Russell along with Billy Baldwin, Anne Heche, Julie Benz, Estella Warren and a host of others.

"I was honoured to chair this incredible event and partner with these generous drivers, sponsors and celebrities to help make a difference in the lives of children with cancer," Kurt Russell said. "The Rally for Kids with Cancer makes a difference in the lives of children suffering from cancer and hopefully one day it will help put an end to it."

"In Canada, about 1,400 children are diagnosed with cancer each year," said Ted Garrard, president and CEO of SickKids Foundation. "Community support from events like the Rally for Kids with Cancer helps SickKids continue to be a leader in paediatric research, learning and care, and make a big difference to the families who rely on the hospital."

"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.

SOURCE: Rosseau Asset Management Ltd.

For further information:

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Rally for Kids with Cancer

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