

## Press Release

### Schools Foundation Launches New Video to Draw Awareness to Child Poverty

*Local Band Braeden Marshal Donates Original Song for the Video*

#### For Immediate Release

**Nanaimo, BC – August 25, 2011** – Today the Nanaimo-Ladysmith Schools Foundation (NLSF) launched their new awareness video, called “Be the Difference...Support our Kids” – to draw attention to the issue of student poverty and how people in our community can help. The Nanaimo-Ladysmith District still ranks among the highest in British Columbia in terms of number of students living in poverty.

“Your heart would break if you heard some of the stories we are privy to at the Schools Foundation. Teens working two jobs to help feed the family or students dropping out for lack of proper clothes or a bus pass to get to school. Kids who have never had a new pair of shoes or come to school on a daily basis not having eaten breakfast and with no lunch,” says Erin van Steen, Executive Director, NLSF. “The video is an eye-opener as to why this Foundation is so critical and how you can make a difference by donating to our direct-to-student programs.”

Local band Braeden Marshal donated an original song called “The Simple Life” for the project (<http://braedenmarshal.com>). Braeden Marshal is a father and son trio consisting of dad Joel who sings and plays guitar, son Brayden on the drums and son Marshall on the bass. Joel approached the Foundation about donating a song after learning what a great organization NLSF was and the video project was the perfect fit. Wilson Pascoe recorded and mixed the song; Kevin White produced the video alongside with the Foundation staff and volunteers who coordinated the creative content.

“Having raised three children I know how expensive it is to feed and clothe them, especially as they become teens,” said Joel Wiggers. “As a family we have experienced poverty and the generosity of others. I donated this song as a way to give back and to showcase the prevalent need in our community. If those who have a surplus never know there is a deficit, how can we expect change?”

The video can be seen on the Foundation website at [www.nlsf.ca](http://www.nlsf.ca) and feedback is welcomed. The Foundation will also be presenting the video to local service clubs and businesses throughout the year.

“We have amazing community partners like Coastal Community Credit Union and Staples who are going to show the video in their workplaces to help raise awareness,” says Fred Kolodrubsky, President, NLSF. “We hope people will see the video and be moved to make a donation through our Stock the Lockers campaign at any local Staples or through our website.”

A large volunteer Board of Directors and small staff run the Foundation efficiently. The NLSF raises funds and works in partnership with teachers, administrators and counselors in School District 68 to deliver support programs such as scholarships, some breakfast and lunch programs and the Student Support Fund.

The NLSF Student Support Fund helps students who are most in need. School principals work with their staff to identify the kids who need help and they purchase clothing and shoes, provide school supplies, bus passes, food vouchers, beds or other necessities all with the focus of trying to keep kids in school learning. Last year the fund was expanded to the elementary schools thanks to the funds raised by the Stock the Lockers Campaign. The goal this year is to raise \$60,000 so the Foundation can get supplies to students in early September and have supplies available in the New Year when many children run out of supplies or have grown and need new shoes or a winter coat.

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