



## Media Release

Wednesday, October 21, 2009

For Immediate Release

### **Celebrate Character Community Week, October 25<sup>th</sup> to 31<sup>st</sup>**

*York Region residents encouraged to make a pledge to live with character*

**NEWMARKET** – The Character Community Foundation of York Region is celebrating Character Community Week across York Region, from Sunday, October 25<sup>th</sup> to Saturday, October 31<sup>st</sup>, with a series of events to foster and promote positive character.

“Character is about doing what’s right everywhere, all the time, just because you know it’s the right thing to do,” said Allan Hoyle, Character Community Foundation of York Region Chair. “The purpose of Character Community Week is to reinforce the notion that good character practised at home, school and in business contributes to successful communities.”

The Character Community initiative is recognized and supported by The Regional Municipality of York and its nine area municipalities, York Regional Police, the York Region District School Board, the York Catholic District School Board and Seneca College along with the York Region Media Group and numerous community and business organizations.

“It is the simple, everyday things that people do that demonstrate character,” said Susan LaRosa, Director of the York Catholic District School Board.

The Character Community Foundation of York Region promotes 11 attributes in everyday actions, including:

- Optimism
- Initiative
- Perseverance
- Respect
- Responsibility
- Honesty
- Integrity
- Compassion
- Courage
- Inclusiveness
- Fairness

Throughout the week, the Character Community Foundation will be at Hillcrest Mall in the Town of Richmond Hill, the Promenade Shopping Centre in the City of Vaughan and Upper Canada Mall in the Town of Newmarket to ask people to fill out a pledge to live with character. Residents will also be encouraged to nominate individuals, groups or businesses for a 2010 Character Community Award.

The Character Community Foundation of York Region is a group of committed volunteers and leaders from the community, government, education and business sectors working together to make York Region a Character Community by nurturing positive character attributes and enhancing York Region as a desirable place to live, learn, work and play.

For more information on the Character Community Foundation of York Region, including a complete list of Character Community Week events, please visit [www.charactercommunity.com](http://www.charactercommunity.com)

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**Live with character... Change our world**