

CHARLIE COFFEY TO RECEIVE 2004 NATIONAL CHILD DAY AWARD



For his leadership in support of early learning and child care in Canada

Ottawa, ON, November 4, 2004- The Canadian Institute of Child Health (CICH) proudly honours **Charlie Coffey** with the **2004 National Child Day Award**. The award will be presented **Wednesday November 10, 2004**, at CICH's seventh annual Crayons & Cravats Gala in celebration of National Child Day, an event recognized and celebrated around the world.

Charlie Coffey is Executive Vice-President, Government & Community Affairs, RBC Financial Group. CICH is proud to honour Coffey for his outstanding leadership in support of early learning and child care, with a focus on aboriginal children, and innovative family-friendly policies and initiatives in the workplace. Coffey's leadership efforts in early learning and child care extend well beyond the parameters of his association with RBC Financial Group. He is the co-chair, Commission on Early Learning and Child Care for the City of Toronto; co-chair Champions, Aboriginal Human Resource Development Council of Canada; chair, Council on Early Child Development and Parenting (Ontario); chair, Classroom Connections Learning Foundation; and director of the Arctic Children and Youth Foundation.

In 1993, the Government of Canada designated November 20 as National Child Day to commemorate the United Nations' adoption of two landmark documents centred on children's rights. Two key objectives of National Child Day are to increase understanding of the many factors affecting children's health and to take effective action to meet the overall health needs of children and youth.

Since 1977, CICH has been making a difference to the health of Canada's children. Each time an infant is safely buckled into a car seat, a child wears a bicycle helmet or plays safely on local playground equipment, Canadians see the work of CICH.

Other individuals who have shown leadership in the area of children's health and well-being have also received the National Child Day Award, including Walter and Phyllis Gretzky, Fred Penner, Senator Landon Pearson, Ken and Lynda Dryden, Trina McQueen, and Silken Laumann.

The Crayons & Cravats Gala is an annual fundraising event that supports CICH's efforts to promote and protect the health and well-being of *each and every* child and youth in Canada.

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