

SICKKIDS FOUNDATION

### **Brad Robins named Chief Marketing Officer of SickKids Foundation**

TORONTO, July 8 /CNW/ - Michael O'Mahoney, President of SickKids Foundation, announced today that Brad Robins has been appointed Chief Marketing Officer, effective July 7, 2008.

"We are extremely pleased to have an individual of Brad's caliber join the SickKids Foundation," says O'Mahoney. "Brad brings extensive experience in marketing and communications at an important juncture in the strategic direction of SickKids."

Prior to joining SickKids Foundation, Mr. Robins was Chairman of Intellectual Capital Inc., and Director of New Business Ventures at Facebook Communications, where he was instrumental in the growth of Facebook in the Canadian market. Brad has held positions as Vice-Chair of DDB Needham Worldwide and Chief Marketing Officer of The Katz Group, a family-owned chain of 1,500 independent pharmacies. Formerly founding partner of KSR Sports, a senior executive at IMG Hockey, Mr. Robins has advised top-level executives and was ranked as one of Canada's Top Sports Marketers by the Globe and Mail.

As the Chief Marketing Officer for SickKids Foundation, Mr. Robins will lead the marketing, public relations, branding, product development, innovation and web communications teams.

#### About SickKids Foundation

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SickKids Foundation is the largest non-governmental granting organization for children's health in Canada. Since 1972, the Foundation has generated more than a billion dollars towards children's health care and has granted more than \$70 million to researchers across the country. Our mission is to encourage our communities to invest in health and scientific advances to improve the health of children in Canada and around the world. Our vision is, "A Better World for Children. A Better World."

In September 2006, SickKids Foundation launched the largest fundraising campaign for a hospital in Canada. The SickKids Believe campaign has a goal of \$500 million to be reached by 2011.

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