



*"YOU NEVER REALLY UNDERSTAND A PERSON UNTIL YOU CONSIDER THINGS FROM HIS POINT OF VIEW."
– SPOKEN BY ATTICUS FINCH, TO KILL A MOCKINGBIRD*

Selfie campaign puts playoffs pressure on the Leafs while raising funds for Alzheimer's research

#NotInOurLifetime

How long have you been waiting for the cup?

Post your jersey on Facebook, Twitter, and Instagram with your birth year and we'll donate \$5 to Alzheimer's research.

Don't have a jersey? Share this photo and we'll donate 50¢. Help us donate today!

Baycrest
Rethinking brain health & aging.

SCOUT LOGISTICS the **Bridle Bash** foundation

TORONTO MAPLE

1981

FOR IMMEDIATE RELEASE

TORONTO (January 29, 2015) - Remember the last time the Toronto Maple Leafs won the Stanley Cup? A lot of hockey fans would probably say "Nope, not in our lifetime."

A Toronto company now hopes to spur the Maple Leafs all the way to the playoffs by getting fans to put on their Leafs jersey, hold up a sign displaying their year of birth, and take a selfie to post on Facebook, Instagram or Twitter with the hashtag #notinourlifetime. Unique or funny photos and messages will be reposted on the campaign website, www.notinourlifetime.org.

“It’s a playful way of building some Leafs spirit and driving the team towards the playoffs,” says Lorne Swartz, president of Scout Logistics, which provides freight transportation across Canada and the U.S. “Toronto’s been waiting a long time for the Leafs to bring home the Stanley Cup, and by putting on our Leafs jerseys and sharing our birth year we’re basically saying ‘hey, I’ve been a fan since I was born, so how come the Leafs have never won a Stanley Cup in my lifetime?’”

The Leafs community isn't the only one that stands to benefit from this campaign. For each of the first 5,000 posts, Scout Logistics will donate \$5 towards Alzheimer’s disease research at Toronto’s Baycrest Health Sciences centre, a world leader in cognitive neuroscience and elder care. This translates into \$25,000 to support research into this debilitating disease that has robbed thousands of Canadians of their memories and accounts for more than 60 per cent of all dementia cases in the country. Scout Logistics will also donate 50 cents each time someone shares the company’s Facebook post about the Not In My Lifetime campaign.

If the Leafs make it to the 2014-2015 playoffs, Scout Logistics will give Baycrest another \$25,000 for a total of \$50,000 towards Alzheimer’s research.

“A picture says a thousand words, and with these pictures we’re expressing our unfailing fan loyalty and belief in the Toronto Maple Leafs, even though they haven’t won the Stanley Cup since 1967,” says Swartz. “So come on Leafs, do this for your fans and for a very worthy cause.”

For more information or to arrange a media interview with a Scout Logistics contact:

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