

## SCOUT LOGISTICS' SELFIE CAMPAIGN A HUGE SUCCESS!

### Funds Raised for Alzheimer's Research and also Community Support for the Maple Leafs

#### FOR IMMEDIATE RELEASE

**TORONTO (May 1<sup>st</sup>, 2015)** – Scout Logistics, in cooperation with Baycrest Health Sciences, recently concluded its ***Not In Our Lifetime selfie campaign***, raising \$25,000 in support of Alzheimer's research as well as providing some much needed positivity for the Toronto Maple Leafs.

The company, based in Toronto, Ontario encouraged Leafs fans far and wide to post a selfie on social media with the hashtag #notinourlifetime. The selfie required them to wear their Leafs jersey, and hold a sign displaying their year of birth. Unique or funny photos and messages were reposted on the campaign website, [www.notinourlifetime.org](http://www.notinourlifetime.org). For each of the first 5,000 posts, Scout Logistics donated \$5 towards Alzheimer's research at Toronto's Baycrest Health Sciences Centre, a world leader in cognitive neuroscience and elder care. This translated into a \$25,000 donation from Scout Logistics to support research into this debilitating disease. Alzheimer's has robbed thousands of Canadians of their memories and accounts for more than 60 per cent of all dementia cases in the country.

"It was playful way of building some Leafs spirit and driving the team towards the playoffs, as well as raising money for an incredible cause" 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?" If the Leafs were to have made it to the 2014-2015 playoffs, Scout Logistics had pledged to double the donation to \$50,000.

The launch of the campaign had Maple Leafs fans throughout the province tweeting, sharing and posting photo's of themselves dressed in blue, showing their support for the team and for Baycrest. Scout swiftly met the \$25,000 goal, and proved that Leaf's fans dedication to their team and motivation to fight Alzheimer's has never been stronger.

To learn more about Scout Logistics and it's Not In Our Lifetime campaign, or to arrange an interview, contact Hannah Abrams at (416)-630-7268 x228 or by email at [hannah@scoutlogistics.com](mailto:hannah@scoutlogistics.com).

#### About Scout Logistics Corporation

Scout Logistics is one of Canada's largest non-asset based transportation providers. Founded in 2011, Scout has built a reputation for providing customers with best-in-class customer service, superior on-time delivery, and transformative technological applications. Scout transports over 500 million pounds of refrigerated goods each year, and has quadrupled its revenue since inception. In 2014 Scout was awarded recognition as one of Canada's Best Managed Companies by Deloitte Canada. To learn more about Scout, visit [www.scoutlogistics.com](http://www.scoutlogistics.com).

#### About Baycrest Health Sciences

Headquartered on a 22-acre campus and fully affiliated with the University of Toronto, Baycrest is unique in the world, combining a comprehensive system of care for aging adults, one of the world's top research institutes in cognitive neuroscience (the Rotman Research Institute), dedicated centres focused on mitigating the impact of age-related illness and impairment, and unmatched global knowledge exchange and commercialization capacity. To learn more about Baycrest, visit [www.baycrest.org](http://www.baycrest.org)

