



MIKAËL KINGSBURY TO MAKE A DONATION TO BREAKFAST CLUB OF CANADA FOR EVERY WIN DURING THE 2020–2021 SKI SEASON

Boiron Canada will match each donation to do more for kids

Montreal, November 12, 2020 – Mikaël Kingsbury, a Breakfast Club of Canada ambassador since 2017, has decided to do even more for children this year. The two-time Olympic medallist and four-time world champion will celebrate every victory during the 2020–2021 season with a \$500 donation to BCC. Mikaël hopes to call attention to the organization’s work and make sure a greater number of students start their day with a healthy breakfast.

“It’s important to me to do something to celebrate every win. This year, I want to make each experience that much more special,” said Mikaël Kingsbury, the most decorated mogul skier of all time. “Of all the ingredients it takes to come out on top, perseverance is way up on the list. I want to continue to inspire kids to push themselves, with their schoolwork and with what they love to do. I know that, with the help of Breakfast Club of Canada, more of them will have the energy to make it happen every day.”

Mikaël has also started a fundraising campaign on the BCC platform give.breakfastclubcanada.org/one-win-for-kids to encourage other people to give back. Inspired by his generosity, Boiron Canada has decided to match his donations, dollar for dollar, to double the impact.

“At Boiron Canada, we have been caring about the health and wellness of young Canadians for over 30 years,” said Daniel Dereser, CEO of Boiron Canada. “We are delighted to work together with Breakfast Club of Canada and back Mikaël’s initiative. We hope this will be an incentive for other companies to undertake something similar and give to a cause they believe in.”

“We are very fortunate at BCC to be supported by some amazing ambassadors and partners who are dedicated to the cause of children’s health and education,” said Tommy Kulczyk, General Manager of Breakfast Club of Canada. “This is so important. We firmly believe that, together, we can make sure every single child in the country has access to a nutritious meal in the morning before they head into the classroom.”

Mikaël Kingsbury invites all Canadians to join him and donate to Breakfast Club of Canada via his [fundraising page](#) or text CLUB to 20222.

About Breakfast Club of Canada

Accredited by [Imagine Canada](#) for its effective governance, the Club provides much more than breakfast: its approach is based on commitment, self-esteem and capacity development using an optimal formula adapted to local needs. Breakfast Club of Canada helps feed more than 257,000 children and youth in 1,887 schools across the country. To learn more, visit breakfastclubcanada.org or follow on [Facebook](#), [Instagram](#), [Twitter](#) and [LinkedIn](#).



For further information and to schedule an interview with a Breakfast Club of Canada spokesperson, please contact:

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