



This Halloween,  
hand out something  
more than a treat.

## Introducing Change for Kids

Change for Kids is an exciting new Halloween program that will help kids with disabilities and their families. Taking part in Change for Kids is fun and easy. Instead of just handing out treats this Halloween, hand out Change for Kids coins supporting Holland Bloorview Kids Rehabilitation Hospital. Halloween will never be the same!

In just three easy steps you can help change the world for kids with disabilities.

### **STEP 1: Buy a \$5 Change for Kids coin card.**



You can get your Change for Kids coin card in a variety of ways. Buy an activated card at any Scotiabank branch in the GTA for \$5. Change for Kids coin cards obtained from other distributors, such as Costco, Toys“R”Us, newspapers or magazines must be activated online for \$5 at [www.changeforkids.ca](http://www.changeforkids.ca).

### **STEP 2: Hand out coins to trick-or-treaters.**



Pop out the coins from your card and give them to trick-or-treaters at your door or hand them out at Halloween parties. Be sure to activate your card online at [www.changeforkids.ca](http://www.changeforkids.ca) before you hand out the coins. **Note:** Change for Kids coin cards purchased directly from Scotiabank branches are already activated and do not need to be activated online.

### **STEP 3: Tell kids and their parents to enter their PIN code online to win prizes.**



Each coin has a unique PIN code. With the help of a parent or guardian, kids can enter their PIN code at [www.changeforkids.ca](http://www.changeforkids.ca) for their chance to win instant prizes and be entered into a final draw. There are more than 500 prizes to be won, including a Grand Prize weekend stay at Great Wolf Lodge for your family and 9 other families of your choice, plus 10 individual one-night stays at Great Wolf Lodge, and Cineplex movie tickets! Also, every time a child enters a PIN code, Scotiabank will make a \$5 donation to Holland Bloorview Kids Rehabilitation Hospital.

### **Helping kids with disabilities**

Change for Kids supports Holland Bloorview's highest priority needs: life changing treatments and therapies for kids with autism, acquired brain injury, cerebral palsy and other developmental disabilities, and programs like arts, music, life skills and respite care. Visit [changeforkids.ca](http://changeforkids.ca) to learn more about getting involved.

### **Mark your calendar!**

- *October 27<sup>th</sup>: Change for Kids Halloween Party at the Ontario Science Centre*
- *October 28<sup>th</sup>: Change for Kids Monster March & Fun Fair at Holland Bloorview*

*Change for Kids is proudly sponsored by Scotiabank, Citytv and Great Wolf Lodge.*

Over 500 prizes, with a total value exceeding \$50,000, are available to be won. A parent or legal guardian of each minor entrant must complete the entry process. Contest closes at 11:59 p.m. November 22, 2012 and is open to residents of Ontario only. Odds of winning depend on the number of eligible entries. Correct answer to a skill-testing question required. For full details, including no-purchase method of entry, visit our website at [www.changeforkids.ca](http://www.changeforkids.ca)