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**NEWS**

## **CANON CANADA PRESENTS KIDS WHO CAN, A PHOTOGRAPHY AND FILMMAKING PROJECT BY PHOTOSENSITIVE**

**MISSISSAUGA, ON, March 6, 2012** – Canon Canada Inc., a leader in digital imaging, is proud to present the launch of Kids Who Can, a photography and filmmaking project by PhotoSensitive that captures daily life at Easter Seals camps across Canada, at the Allan Lambert Galleria, Brookfield Place in Toronto, on March 6, 2012 at 6:30 p.m. Master of Ceremonies, award-winning CBC journalist Tom Harrington, will welcome a number of special guests, including The Honourable David C. Onley, Lieutenant Governor of Ontario and 2012 Easter Seals Provincial Ambassador, 12-year-old Brandon McAuley.

Kids Who Can is a very special project that celebrates Canon's 25 years of support of the Easter Seals Telethon. Kids Who Can features the work of 25 members of the PhotoSensitive collective and is the first PhotoSensitive project with an equal emphasis on film as well as photography. The results clearly showcase how beautifully the two mediums complement each other. When viewed together, these empowering still images and the short films provide never-before-seen glimpses of private moments as well as the joy and discovery on the faces of Canadian children with disabilities – resulting in an exhibit of kids who can.

"Canon is proud to present Kids Who Can," said Colleen Ryan, Senior Director of Corporate Communications and General and Environmental Affairs at Canon Canada. "This project is a natural extension of our corporate philosophy of kyosei – living and working together for the common good. We have been supporting the Easter Seals Telethon for 25 years and have supported a number of PhotoSensitive's projects over the years as well. We admire the work of both organizations and this was a great opportunity to bring them together."

For more than 20 years, PhotoSensitive has been highlighting social issues through black-and-white photography, covering topics such as AIDS, the environment, health, First Nations literacy and the Indian Ocean tsunami, to name but a few. Hundreds of photographers and dozens of videographers have volunteered their time to contribute to the collective's projects over those two decades. You can find out more at [www.photosensitive.com](http://www.photosensitive.com).

"This unique exhibit shows the spirit and strength of kids at Easter Seals camps," said Andrew Stawicki, PhotoSensitive's founding photographer. "For the first time we have had photographers working side by side with filmmakers and the results have been astounding. The beautiful black & white images show how much joy there is to be found at an Easter Seals camp and the stunning films give a voice to these amazing kids who normally don't get to be heard. We are extremely thankful to all of the campers who allowed us to document their summer camp experiences."

Easter Seals provides year-round services to individuals living with a wide range of intellectual and physical disabilities. Every summer, Easter Seals camps give thousands of children an opportunity to challenge themselves while having the time of their lives. Kids get to play and laugh as they sail, fish and sing by the campfire. For many of these children, it is not only their first time at camp, but also their first time away from their parents. They get to experience activities that are normally out of bounds to them;

get to make new friends and enjoy an unprecedented sense of independence. It is a time of adventure, discovery and increased self-confidence.

"Kids Who Can is a fabulous exhibit that really showcases the incredible places that Easter Seals camps are and the difference they make for kids with disabilities," said Debbie Braun, mother of Lucas and Zane, who have attended Easter Seals camp for the past three summers. "As a mother of two boys with disabilities, I believe it's important that kids with physical disabilities have the same experiences as any other kids. They just want to be accepted and have fun."

Kids Who Can will be on display at at the Allan Lambert Galleria, Brookfield Place in Toronto, from March 6 to 16, 2012. The exhibition is free to view and is open to the public.

**About Canon Canada Inc.**

Headquartered in Mississauga, Ontario, the company employs 1,200 people at its offices nation-wide, servicing the Canadian market from coast to coast. Innovation and cutting-edge technology have been essential ingredients in Canon's success. Canon's leadership in imaging, optical and document management technology and solutions is based in large part on the thousands of patents the company has secured throughout its history. Canon Inc. has been among the top four US patent recipients since 1994.

The company's comprehensive product line includes networked multifunction devices; digital copiers (colour and black and white); printers, scanners, image filing systems and facsimile machines; calculators, digital camcorders, digital cameras and lenses; medical imaging equipment, semiconductor, broadcast and other specialized industrial products. Canon Canada is dedicated to its *Kyosei* philosophy of social and environmental responsibility.

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