

DENIM FADES. COURAGE DOESN'T.

**It's easy to get involved
with Jean Up.**

- > Sign up your school at JeanUp.ca/schools
- > Collect donations online by sharing your school's donation link
- > Pick a day for all students to wear their jeans—then celebrate the difference your school is making

BC 
**Children's
Hospital**
Foundation



HELP KIDS GET BACK INTO THEIR JEANS.

Jeans Day is now Jean Up. BCPVPA is proud to support this province-wide initiative during the month of May. It's a chance for students to come together and wear jeans to show what they stand for—helping sick and injured kids get out of their hospital gowns and back into their own jeans.

Perks of the new Jean Up school program

- > Month-long initiative gives schools flexibility to pick any day in May to Jean Up.
- > We will provide stickers for all students to proudly wear.
- > We provide all the tools you need—including an online fundraising page for your school, messaging for newsletters, automatic tax receipts and a poster to track progress.

Sign up your school at JeanUp.ca/schools



BC Children's is the only hospital in the province devoted exclusively to the care of children. That means one million kids—including some of the sickest and most seriously injured—count on the hospital for specialized care they often can't receive anywhere else. Last year, more than 93,000 patients visited the hospital—that's almost one student in every classroom.

Double your impact!

All donations made through your online fundraising page will be matched* by our friends at Odlum Brown Limited.



ODLUM BROWN
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*Gifts will be matched from May 1-31, up to a cumulative total of \$30,000.

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