

## **OMERS Worldwide announces co-title sponsorship of Free The Children's national We Day**

(Toronto – July 26, 2010) OMERS Worldwide, through Borealis Infrastructure, Oxford Properties, OMERS Private Equity, OMERS Strategic Investments and OMERS Investment Management, is pleased to announce a three-year branding partnership with Free The Children, an international children's charity that supports education in developing countries and focuses on youth empowerment and mentorship.

Through co-title sponsorship of We Day, Free The Children's annual signature event encouraging youth leadership and making a difference in communities, OMERS Worldwide will be seen across the nation this fall at celebrations in Toronto, Vancouver and Montreal.

"We Day inspires the next generation of leaders and supports volunteering — philosophies that reflect the core values of our enterprise," says John Macdonald, OMERS COO. "This program was initiated by our employees after we invited Craig Kielburger to speak at one of our employee events. OMERS Worldwide is pleased to support We Day to help empower our youth."

"My sincere thanks go to OMERS Worldwide for coming on board as co-title sponsor for We Day," says Craig Kielburger, Founder, Free The Children. "We Day is more than a one-time event; it is a year-long commitment, making positive change in our local and global communities. The empowerment and encouragement youth receive at We Day would not be possible without the generous support of OMERS Worldwide. For this we say, thank you."

Corporate-wide support for We Day will include employee fundraising and special events throughout the year. We Day dates are September 30, in Toronto; October 15, in Vancouver; and November 12, in Montreal.

### **About OMERS**

OMERS is a fully integrated global financial services organization and one of Canada's largest pension plans. A jointly-sponsored, multi-employer defined benefit pension plan that provides retirement benefits to more than 400,000 members, OMERS has more than \$47 billion in net investment assets. The OMERS Worldwide brand represents our investment entities, including OMERS Strategic Investments, OMERS Private Equity, OMERS Capital Markets, OMERS Investment Management Inc., Borealis Infrastructure, and Oxford Properties Group. OMERS was recently named 2010 Pension Fund of the Year, Canada by *World Finance* magazine.

### **About Free The Children**

Free The Children is the world's largest network of children helping children through education, with more than one million youth involved in innovative education and development programs in 45 countries. Founded in 1995 by international child rights activist Craig Kielburger, Free The Children has a proven track record of success.

Through the energy and passion of youth, Free The Children has built more than 650 schools around the world, providing education to over 55,000 children every day. The organization has received the Rights Award from the World Association of Non-Governmental Organizations, and has formed successful partnerships with leading school boards and Oprah's Angel Network. For more information please visit [www.freethechildren.com](http://www.freethechildren.com).

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