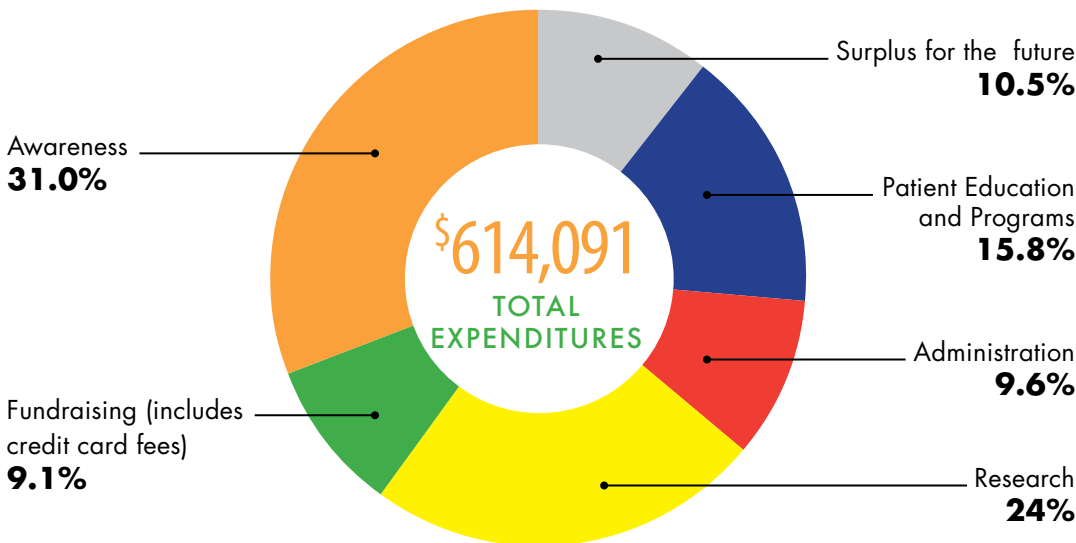
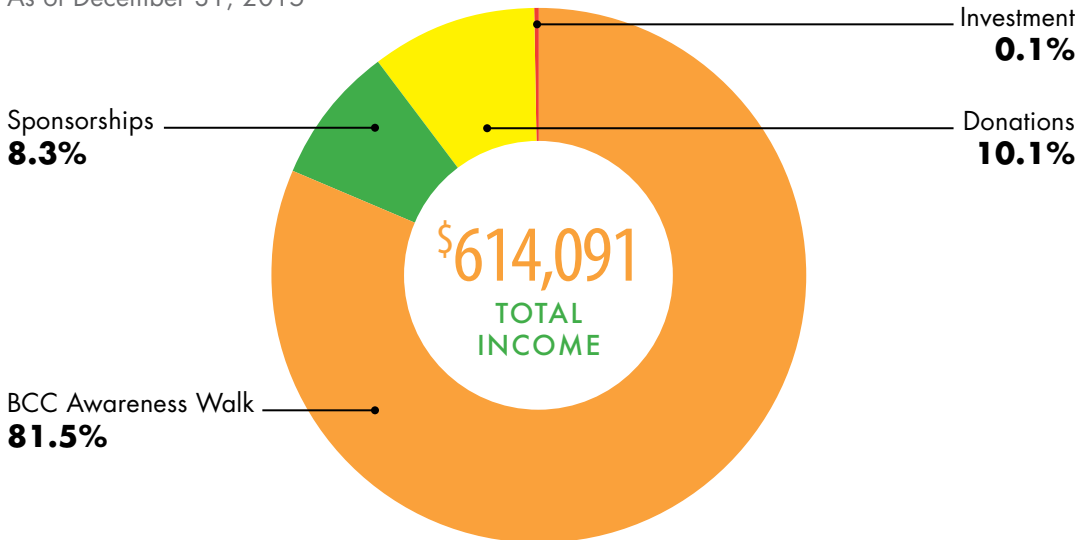


As of December 31, 2015



SOCIAL MEDIA STATS



852

Facebook Likes
(2014: 550 Likes)



1,200

Twitter followers
(2014: 1,175 followers)



19,275

YouTube views
(2014: 12,500 views)

WEBSITE ACTIVITY

50,520

Website visitors
(2014: 42,892)

25,614

New visitors
(2014: 18,443)

1,542

Website registrants
(2014: 1,402)

NEWSLETTER

3,250

Newsletter subscribers
(2014: 2,036)

VOLUNTEERS

320

2015 AWARENESS WALK

\$500,578

Total amount raised from
20 locations across Canada



1,911

Participants

AWARENESS PROGRAM

\$145,000

Spend

\$5.4 million

Retail Value