



For Immediate Release

Trust 15 Appoints Influential Business Executive and Leader Jim Lawson as Chair of its Board of Directors

TORONTO, ON -- Trust 15 is excited to announce that influential business executive and leader Jim Lawson has been appointed Chair of the organization's Board of Directors.

Lawson, the CEO of Woodbine Entertainment (Woodbine) and Chairman of the Board of Directors of the Canadian Football League (CFL), has a history of supporting Trust 15 including being a keynote speaker at annual events and recently with his wife Sue, committed to a scholarship program to support the educational needs of Trust 15 program graduates.

"Having a leader with the breadth of experience that Jim possesses is a tremendous asset for our organization," said Marcia Brown, Executive Director, Trust 15. "With Jim's expertise and leadership, combined with the efforts of our Board, volunteers and staff, and the support of our donors, we are confident our organization will continue to benefit youth throughout our community."

One of the Top 25 most influential people in Canadian Sport (Yahoo Sports, 2015), Lawson has been a Chairman or board member of seven organizations, including The Jockey Club of Canada and Sleep Country Canada.

"I am a passionate believer in Trust 15's mission and approach to improving the lives of young people in the Rexdale community," said Lawson. "I believe and understand the power of community and mentorship and have benefited from belonging to a community through sport and business. I have received mentorship that made a meaningful difference in my life and look forward to working with this group to help support and empower the program leaders to assist youth to fulfill their potential."

As the leader of Woodbine Entertainment, Lawson has transformed the company and the horse racing industry in significant ways including securing a long-term funding agreement with the provincial government and leading Woodbine to become certified as a Great Place to Work for the past two consecutive years. Additionally, Woodbine has been designated an "Imagine Canada Caring Company," one that donates at least 1% of pre-tax profits in support of communities and has donated over \$10 million in combined corporate and in-kind contributions over the last decade to various charitable organizations. Earlier this month, the company released its annual Corporate Responsibility Report which highlights charitable and business results and is available at WoodbineCares.ca.

Lawson is a graduate of Brown University (A.B. Economics, magna cum laude) and the University of Western Ontario (LLB). He lives in Oakville with wife Sue, and together they have three grown children.

Trust 15 is a charitable organization that provides youth in the Rexdale/North Etobicoke area with programs that promote and facilitate positive behaviour, creative expression, and cooperative working skills. The organization exists to give kids in the community the social and educational tools to succeed in society. This is accomplished through mentoring and positive role model intervention. To learn more, please visit Trust15.com.