

For immediate release
ATTN: Business/News Editors

TD Invests in Kids: \$250,000 Donation Supports the Healthy Development of Canada's Youngest Children

(Toronto, January 14, 2008)— Invest in Kids is proud to announce that TD Bank Financial Group will donate \$250,000 over the next five years in support of the organization's parenting, literacy and early learning programs. Invest in Kids, a national charity dedicated to ensuring the healthy development of Canada's youngest children, works with parents and professionals to create practical, easy to understand parenting resources that help support the healthy social, emotional and intellectual development of children from birth to age five.

"We are so pleased that TD has recognized the difference that Invest in Kids is making in the lives and futures of Canada's children," says Invest in Kids' CEO Nancy Birnbaum. "Research shows us that the years before five are the most important ones in a child's life and by providing parents with the support they both want and need, we can help them give their children the best possible start on life."

Invest in Kids' resources and programs are created using a parenting framework, called Comfort, Play & Teach: A Positive Approach to Parenting™. Get Set for Life™, a joint venture with *Kids' CBC* and *Canadian Living*, and The Parenting Partnership™, a blended online and face-to-face parenting course for expectant and first-time parents, have won praise for creating easy-to-understand education initiatives, activities and parenting tools to help support parents with young children. The Welcome to Parenting Box and The First Five Years Resource Kit allow parents to better understand their child's development and how it can be successfully supported throughout those critical first years.

"All parents want their children to grow up healthy and happy. This begins with a positive start to their young and impressionable lives," said Frank McKenna, Deputy Chair, TD Bank Financial Group. "Invest in Kids helps to do just that by providing parents with useful material dedicated to the development of their children. TD is pleased to support its efforts and in turn contribute to the overall well-being of young families."

Without healthy children, we cannot have a healthy society and Invest in Kids' programs offers a practical framework for parents to provide the support their children need. *The National Survey of Parents of Young Children* (2002) revealed that while 90% of parents believe that being a parent is the most important thing they will ever do, most have limited knowledge and are lacking confidence in their parenting skills. By translating the science of parenting and child development into engaging, relevant resources that parents and professionals can use in their everyday lives, Invest in Kids has been very successful reaching parents, providing them with much-needed support in their most important role as parents.

Invest in Kids is a national charity dedicated to helping parents become the parents they want and need to be. By translating the science of parenting and child development into engaging, easy-to-understand, relevant resources for parents and professionals, Invest in Kids aims to strengthen the parenting knowledge, skills and confidence of all

those who touch the lives of our youngest children to ensure the healthy social, emotional and intellectual development of children from birth to age five. For additional information, visit www.investinkids.ca.

TD Community Giving: Making a Difference Together

Children's health, literacy and education, and the environment are the three primary areas of focus for TD's community giving. The major flagship programs within these areas are: TD Children's Hospital Fund, TD Friends of the Environment Foundation, the TD Great Canadian Shoreline Cleanup, TD Canadian Children's Book Week, TD Canada Trust Scholarships for Community Leadership, and the TD Summer Reading Club. In addition, through the support of our customers and employees, TD is involved with a host of national, regional and local programs in support of diversity, arts and culture and other causes. In 2007, TD donated \$33 million to more than 2,000 charities and not-for-profit organizations across Canada.

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