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For Immediate Release

ThinkFirst Foundation of Canada /La Fondation Canadienne Pensez d'Abord Announces Appointment of New Executive Director, Ms. Rebecca Nesdale-Tucker

Toronto, ON (4 June, 2008) – We are pleased to announce that Rebecca Nesdale-Tucker joins the ThinkFirst team as Executive Director. Rebecca brings 10 years of experience in prevention work to ThinkFirst Canada. Her previous experience has included policy and program development with federal and provincial governments and health research for the Central West Health Planning Information Network. She received her Masters in Social Policy from McMaster University and Bachelor of Arts in Political Science and History from McGill University. Rebecca has served as a volunteer with the Canadian Standards Association, Children's Aid Society, Distress Centres and the YWCA and managed volunteer programs and outreach for the Elizabeth Fry Society. She has also enjoyed working with children and youth in classroom and outdoor settings.

Most recently, Rebecca managed all aspects of public policy, advocacy and government relations for Safe Kids Canada. Working with valued partners including ThinkFirst Foundation of Canada, Rebecca has spent the last six years advocating for changes to policy, standards and legislation to keep children and youth safe where they live, play, learn and as they travel. Her leadership has included advocating for municipal, provincial and federal government action and investment on proven prevention including booster seat, ATV, helmet and pool fencing laws, updates to Canada's product safety laws and upgrades to national playground standards.

Dr. Karen Johnston, ThinkFirst Canada's President says, "I'm delighted that Rebecca is joining our team and we look forward to working together."

For more information on the work of ThinkFirst and our upcoming activities, please visit our website at www.thinkfirst.ca.