



Media Release

Local children enjoy “*Camp Ignite Your Potential*” with Midland Fire Department, OPP, Simcoe County Paramedics and Big Brothers Big Sisters of North Simcoe.

For Immediate Release

(August 10, 2022 - Midland, ON) – Ten Simcoe area children aged 11-14 years experienced a fun-filled time at “*Camp Ignite Your Potential*” at the Midland Fire Station during the week of August 2nd to 5th. The camp was hosted by the Midland Fire Department in conjunction with Southern Georgian Bay Ontario Provincial Police, Simcoe County Paramedic Services, and in partnership with Big Brothers Big Sisters of North Simcoe. The enthusiastic and happy campers ended their action-packed week with a graduation ceremony on the last day.

“The Midland Fire Department was very pleased to once again host this event after a two-year hiatus during the pandemic,” said Midland Fire Chief Paul Ryan. “We, along with OPP and Simcoe County EMS, were honoured to support Big Brothers Big Sisters of North Simcoe and provide this opportunity for children and youth in North Simcoe to participate in hands-on activities to realize their potential while also learning about what we do as first responders in the community.”

This 4-day camp was specifically designed to provide participants with certain challenges to help them succeed - reinforcing a positive attitude, team building, motivation and leadership skills. Throughout the week campers interacted with Fire, Police and Paramedic personnel and took part in events such as real fire fighter training and learned about:

- Personal Protective Equipment
- Self Contained Breathing Apparatus
- Search and Rescue
- Vehicle Rescue
- CPR
- OPP Unit Sections
- Simcoe County Paramedics Sections
- Displays and Presentations

“*Camp Ignite Your Potential* was first introduced in 2019 and we are grateful for the community support through a grant from the Midland Rotary Club, as well as assistance from Midland Fire Department as our host, OPP and Simcoe County Paramedic Services,” said LeeAnne Addley, Big Brothers Big Sisters of North Simcoe Mentoring Coordinator.

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“Some of our Littles attending the camp this year are matched with a big brother or sister, and others attending are on our waitlist to be matched. This camp provides our Littles the opportunity to gain new skills, ask questions, engage with others, see potential career opportunities, and of course, have fun!”

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About Big Brothers Big Sisters:

Big Brothers Big Sisters (BBBS) of Canada is a federation comprised of over 100 agencies in over 1100 communities across Canada providing life changing mentoring experiences through volunteer mentors for young Canadians facing challenges. Supported by the BBBS Canada national federation, Big Brothers Big Sisters of North Simcoe helped over 200 local children to realize their potential in 2021/2022. For information about BBBS North Simcoe please visit their website at <https://northsimcoe.bigbrothersbigsisters.ca>.



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