



Making a Difference Award

This award recognizes the efforts of companies that have made a profound difference in communities across Canada. Criteria for this honour include consideration of the level of involvement in the community, the effort relative to the size of the company and the company's vision and motivation.

2011 - Amway Canada Corporation and its Independent Business Owners partner with Easter Seals Canada through its sponsorship of "The Drop Zone" events. The Drop Zones provide average Canadians the opportunity to trade their suits and briefcases for helmets and harnesses and to become superheroes for a day rappelling down skyscrapers to raise much-needed funds on behalf of Easter Seals Canada. Drop Zone events take place yearly (in the fall) in 10 cities across the country.

In the last five years alone, Amway Canada Corporation and its Independent Business Owners have raised nearly \$360,000 for Easter Seals Canada. That money – which stays in the communities in which it is raised - helps children with disabilities and special needs meet their full potential. From child development centres to adaptive technology and physical rehabilitation, Easter Seals Canada offers a variety of services to help address life's challenges and achieve personal goals.

Past Recipients:

PartyLite Gifts, Ltd. (2010)

Cutco/Vector Marketing Canada Corporation (2009)

PartyLite Gifts, Ltd. (2008)

Avon Canada Inc. (2007)

Mary Kay Cosmetics Ltd. (2006)

Quixtar Canada Corporation (2005)

Nu Skin Canada Inc. (2004)

The Pampered Chef - Canada Corp. (2003)

Weekenders Canada (2002)

Avon Canada Inc. (2001)

Avon Canada Inc. (2000)

PartyLite Gifts, Ltd. (1999)