



## **DRUG FREE KIDS CANADA WELCOMES FASKEN CHAIRMAN LUC BÉLIVEAU AND SLEEP COUNTRY CEO DAVE FRIESEMA TO ITS BOARD OF DIRECTORS**

***Thanks To Outgoing Directors Governor General Julie Payette, Clint Forster and Lisa Mierins-Smith For Their Years Of Service***

Toronto, December 19, 2017:

Today, Drug Free Kids Canada announced several changes to its Board of Directors, including welcoming Fasken Partner and Chairman of the Board Luc Béliveau and Sleep Country Canada CEO Dave Friesema to the Board.

*"Our research clearly shows that when parents talk to their kids about the risks of drugs, more kids avoid the perils of abuse and addiction,"* says Paul Allison, Board Chair of Drug Free Kids Canada and Chairman and CEO of investment dealer Raymond James Ltd. *"We are thrilled to welcome Luc and Dave to our board, and thank them for their willingness to join our fight against drug abuse among young people by helping parents to be more informed and educated to ways they can reach out to their children."*

*"Preventing drug abuse and addiction in youth is critical to families and Drug Free Kids Canada is leading the way,"* says Luc Béliveau, Partner and Chairman of the Board, Fasken. *"Educating and informing parents and kids can make an important difference in helping to reduce drug abuse and addiction. I'm proud to be part of this effort."*

*"The future for many young people depends on parents having the ability to have open and frank discussions with their children about many subjects, especially drug abuse,"* says Dave Friesema, CEO, Sleep Country Canada. *"The data is clear that talking to your kids about the dangers of drugs significantly reduces their risk of abuse and addiction. I am grateful for the opportunity to be part of an organization dedicated to giving parents the tools and confidence they need to have these important conversations with their kids."*

Drug Free Kids Canada also extends special thanks to outgoing board members Clint Forster, Lisa Mierins-Smith and Her Excellency, the Right Honourable Julie Payette, Governor General of Canada, for their years of service and tremendous contributions to Drug Free Kids Canada.

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### **About Drug Free Kids Canada**

Drug Free Kids Canada is a private sector, non-profit organization that creates and disseminates drug education and prevention messages with the help of their partners in advertising, research and media. DFK also offers parents tools and practical tips on how to start the dialogue at [DrugFreeKidsCanada.org](http://DrugFreeKidsCanada.org).



### **About Fasken**

Fasken is a leading international law firm with more than 700 lawyers and nine offices on four continents. Clients rely on the firm for practical, innovative and cost-effective legal services. Fasken professionals solve the most complex business challenges, providing exceptional value and putting clients at the centre of all they do. For additional information, please visit [www.fasken.com](http://www.fasken.com).

### **About Raymond James**

Raymond James Financial, Inc. (NYSE: **RJF**) is a leading diversified financial services company providing wealth management for individual investors and families, capital markets, asset management, banking and other services to individuals, corporations and municipalities. The company has approximately 7,300 financial advisors in 3,000 locations throughout Canada, the United States and overseas. Total client assets under administration are US\$693 billion. Public since 1983, the firm is listed on the New York Stock Exchange under the symbol RJF. Raymond James Ltd. is the Canadian subsidiary. Additional information is available at **HYPERLINK** "<http://www.raymondjames.ca/>" \t "\_blank" [www.raymondjames.ca](http://www.raymondjames.ca).

### **About Sleep Country Canada**

Sleep Country is Canada's leading mattress retailer and the only special mattress retailer with a national footprint in Canada. Sleep Country operates under two mattress retail banners: "Dormez-vous?", the largest retailer of mattresses in Quebec; and "Sleep Country Canada", the largest mattress retailer in the rest of Canada. As at November 30, 2017, Sleep Country had 247 stores and 16 distribution centres across Canada. All of the company's stores are corporate-owned, enabling it to develop and maintain a strong culture of customer service, resulting in a consistent and superior in-store and home delivery customer experience.