

FOR IMMEDIATE RELEASE

Canadian Tire Gives Dawson Creek Choral Society a "Jump Start" on the New Season

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DAWSON CREEK, BC — As the Dawson Creek Choral Society prepares for a busy upcoming season, the group works to reach the local business community. DCCS keeps registration fees low but in order to continue to offer a premium product, they need sponsors each year to level out the budget and make sure all program costs are covered. The [local Canadian Tire](#) has returned as a "Friend" level sponsor for the last few active seasons, lending support to preschoolers, children, youth, and adults to continue to access music education and the performing arts.

Canadian Tire is often associated with supporting sports programs, but their local investment in DCCS shows a dedication to setting up kids for success in all activities. "Families participating in the performing arts and cultural programming generally do not have access to programs such as [Jumpstart](#)," notes Caitlyn Triebel. "We really appreciate Canadian Tire's continued support of our organization, and the community work that they do year-round to help kids participate." Canadian Tire is a national leader in getting kids active and making sports available to all. The 2024 ["Jumpstart State-of-Play Youth Report"](#) is an incredible resource for youth activity providers to gain insight into how kids want to play across Canada. Canadian Tire's Jumpstart program helps thousands of children each year to access sports programs and have the equipment they need to participate. 100% of donations to Jumpstart go directly to kids' participation costs.

The Dawson Creek Choral Society had been on a break since the pandemic put a stop to all performing arts. There were two major performances left in the DCCS 2019-20 Season, Disney Frozen JR which was just weeks away from a five-show performance run, and the community choir program's year-end concert. The organization picked back up in 2024 ready to rebuild and re-establish their community presence. By sponsoring this season, Canadian Tire helps set kids up with their "chance to play" yet again.

The Dawson Creek Choral Society is a registered non-profit based in the ancestral lands of the Sikanni, Dane-Zaa, Cree, and Saulteau peoples commonly known as Treaty 8 Territory. DCCS works to amplify all voices through Kindermusik®, community choir programs, junior musical theatre, and community outreach and advocacy. Learn more about the DCCS by subscribing to our socials and newsletters, or by visiting [dcchoralsociety.ca](#).

Contact: Caitlyn Triebel, DCCS Artistic Director at caitlyn@dcchoralsociety.ca or (250) 467-9277.