



Paddle Project Attracts Celebs and Artists to Fundraise for Campfire Circle in Support of Kids with Cancer or Serious Illness

TORONTO, October 12, 2023. Launching this Friday, October 13 through November 3, Campfire Circle's Paddle Project auction will open for bidding, raising funds to support kids with cancer or serious illness and their families. The Paddle Project will showcase one-of-a-kind canoe paddles with artwork created by artists, designers, athletes, and celebrities.

Launched in 2010, this year's Paddle Project will be the organization's biggest paddle auction yet. In 2023, we have 110 unique paddles up for bids. Celebrity designers include singer Dolly Parton, comedians Seth Rogen & Evan Goldberg, Big Brother host Arisa Cox, singer Jann Arden, and actor Paul Sun-Hyung Lee. Other highlights include Indigenous artists Jennifer Bahinski (Bella Lovelee Beads) and Patrick Hunter, hyperrealist artist Nick Sider, celebrity photographer Caitlin Cronenberg, Toronto photographer Maggie Devereux, interior designer Ali Budd, and fashion influencers the Beckerman twins. The auction will also feature paddles designed and signed by local sports teams the Toronto Blue Jays, the Toronto Raptors, and the Toronto Maple Leafs.

"The Paddle Project helps Campfire Circle provide camp-inspired and medically supported programs that promote resiliency, social connectedness and well-being for kids with cancer or serious illness and their families," says Alex Robertson, CEO, Campfire Circle. "The Paddle Project artists are making a huge difference by sharing the message about our critical programs that happen in paediatric hospitals across Ontario, local communities, and our overnight camps, and we are so excited to showcase their beautiful pieces of art at the same time."

Select paddles will be exhibited at the upcoming [Bonfire Bash Gala](#) in support of Campfire Circle on **November 2** at the Fort York Armoury, and the bidding will end the next day, on **November 3**.

For the full list of incredible artists and champions participating in this year's Paddle Project, please visit www.paddleproject.ca and follow @campfirecircleorg, #PaddleProject or #BonfireBash on Instagram for highlights and behind-the-scenes footage from select artists. To see photos and videos of highlighted paddles, visit: <https://campfirecircle.canto.com/b/S9148>.

About Campfire Circle

Since 1983, Campfire Circle (formerly Camp Ooch & Camp Trillium) has provided healing through happiness by providing camp-inspired programs to kids with cancer or serious illness and their families. Programs are delivered in hospitals across Ontario, at community events and at overnight camps. At no cost to families, these programs help improve overall well-being, build self-confidence and resiliency, and provide much-needed connection with others who share a similar journey. To learn more, visit CampfireCircle.org.

Media Contacts:

Kate Daley
Associate Director, Communications
Campfire Circle
647-299-7639
kdaley@campfirecircle.org

Karen Parucha
Communications Officer
Campfire Circle
416-898-4336
kparucha@campfirecircle.org