

Game and match — Lifeline Foundation served an ace

Smashed Ping Pong Tournament doubles the funds raised in 2014

DONNED IN THEIR tennis whites, over 600 guests attended the Smashed Ping Pong Tournament held at Muzik Nightclub in October 2015 by Zancor Homes and Lifetime Developments. While only one person earned bragging rights and took home the trophy from the fourth annual Smashed Tournament, the real winner was the Lifeline Foundation.

Returning for the second consecutive year, Lifeline was chosen as the recipient of the proceeds raised from Smashed — one of the development industry's most successful fundraising events. Lifeline was formed by Lifetime Developments to provide aid and support for Toronto's vulnerable and at-risk communities.

The 2015 event was an outstanding success that raised more than \$200,000 for Lifeline, double the record-breaking proceeds raised from 2014's event.

"We are extremely impressed by, and grateful for, the participation of so many who helped make this year's Smashed event such a hit," says Brian Brown, vice president, Lifetime Developments. "The generosity of those supporting the event, including members of the development industry and friends of Lifetime, was overwhelming and demonstrates a shared concern for Torontonians in need," says Brown.

Lifeline's mission is to provide aid and support for Toronto's homeless and at-risk communities by raising awareness and funds, and by facilitating various hands-on initiatives and on-the-street activities to improve the lives of those at risk. Lifeline is dedicated to building healthy communities and uses the funds raised to support local organizations and initiatives with an emphasis on youth on the street, food bank services, and counselling and educational services.

Since being founded in 2014, Lifetime Developments and Lifeline have supported a number of local charities and initiatives within the City of Toronto including: Second Harvest, Covenant House, Children's Food Bank, Woodgreen, Eva's Initiatives, Breakfast for Learning, Blessings in a Backpack, Baycrest, The Mikey Network and Unity Charity.

"Through fundraising initiatives like Smashed, our annual food drive and social media contests associated



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ypnexthome.ca/smashed-charity

with our development projects, we remain committed to offering at-risk individuals and families in Toronto a much needed lifeline," says Brian Brown. "We are eager and greatly looking forward to supporting even more local initiatives in the city through 2016."

To learn more about Lifeline and how you can get involved to make a difference to someone today, visit lifelinecares.ca.