



KNOWLES CENTRE INC.

Helping Youth Find Their Path: Yesterday, Today, and Tomorrow

MEDIA ANNOUNCEMENT / PHOTO OPPORTUNITY

September 20, 2007

FAMILY SERVICES MINISTER TO PROCLAIM KNOWLES CENTRE DAY AND HELP UNVEIL CENTENNIAL MURAL

(WINNIPEG) – Knowles Centre Inc. will celebrate its 100th anniversary with a proclamation of Knowles Centre Day by Family Services Minister Gord Mackintosh and the unveiling of an 18-foot x 47-foot mural on Wed., Sept. 26, 2007 at 11:00 a.m. at 2065 Henderson Highway.

The special announcement by Minister Mackintosh recognizes Knowles Centre's contributions to children and youth and their families in our community for 100 years. Knowles Centre began in 1907 as an orphanage and today provides treatment services for boys and girls with emotional and behavioral issues.

The mural will be covered by a wall of balloons, which will be released* to reveal a mural painted on the gable of one of Knowles Centre's buildings. The mural features a portrait of founder Wilfred Knowles as well as images of the agency's former buildings and scenes of activities enjoyed by current and past clients. The mural was designed and painted by Winnipeg artist Tom Andrich. (* Balloons will remain tethered and float above the building.)

Knowles Centre Board of Directors President Wayne Benson and Joy Smith, MP for Kildonan-St. Paul, will address the audience and two former clients will also speak about their experiences at Knowles Centre.

Knowles Centre began in 1907 when Wilfred Knowles met a young homeless, orphan named Joe shivering on a Winnipeg street corner. Knowles invited the boy to stay at his boarding house. Overwhelmed by the number of boys who came seeking help, Knowles quit his job and officially opened the Knowles Home for Boys. Today, Knowles Centre serves both boys and girls aged 4 to 17 from Manitoba and Northwestern Ontario with behavioral and emotional difficulties. It operates on-site and community treatment homes, a day treatment program, a sexual abuse treatment program, and a treatment foster care program.

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To ensure the privacy of Knowles Centre clients, all media are requested to refrain from interviewing or photographing (either directly or in the background) any person under age 18.

In case of bad weather, the event will be held in John G. Stewart School on Knowles Centre grounds.

Attachments:

- Knowles Centre Fact Sheet
- Knowles Centre History
- Artist Profile