

## Last chance for teddy bear charity

This is a make-or-break year for the 10-4 Teddy Bear Wheelchair Foundation.

The Montreal-based charity takes its name from a maudlin country and western song by Boxcar Willie about a group of truckers who come to the aid of a lonely crippled boy.

But, so far, 10-4 Teddy Bear Wheelchair Foundation hasn't had the same kind of success. Launched four years ago by Richard Masys, its goal was to sell enough teddy bears to people in the transportation industry to buy wheelchairs for needy children.



**Richard Masys with Teddy Bears that need a home.**

Unfortunately, the economy got in the way, and not a single wheelchair has yet been purchased.

"The industry is hurting," he says. "I know they're hurting because I was in the industry for over 40 years. I just keep calling hoping things have changed."

If things don't change, Masys says he's going to have to shut the operation down.

"I can't keep filing a loss every year. The foundation has to prove it's doing the job it says it is doing. So this is the year that I have to either do or die."

Although Revenue Canada hasn't challenged the foundation yet, he knows that at some point he'll have to prove 10-4 Teddy Bear Foundation is a going concern.

"If I can't succeed in five years, I guess I'll just have to bite the bullet and call it quits."

It's not the first charity he's run. Masys organized an annual bowl-a-thon for the Montreal Children's Hospital, the proceeds of which went to buy equipment. When he stepped down after 13 years, having raised \$220,000, the bowl-a-thon folded.

"No one would take it over," he says. "It's a lot of work."

A few years later, he found himself back at the helm of an ambitious fundraising effort.

Masys started the 10-4 Teddy Bear Foundation in memory of his long-time girlfriend, Mary Hyjek, who died of cancer in 2006. She believed the sale of teddy bears could go a long way to help youngsters who need wheelchairs. So Masys bought 5,000 of them and started calling transportation companies.

The idea was that they would purchase the bears for \$24 each and donate them to hospitals, or give them away to sick children.

And, indeed, that's what some companies, like the Erb Transport, have done. Other companies, that don't want to be named, have offered him free transportation to deliver the teddy bears around the country.

There just hasn't been enough response, however, to buy a wheelchair. Masys still has plenty of teddy bears in his basement.

"I'm not giving up just yet," he says. "The economy might have improved enough now so more companies get involved. I don't know. We'll find out."

You can learn more about the foundation at [www.10-4teddybear.com](http://www.10-4teddybear.com). You can also hear the Boxcar Willie song there, and find out how you can get involved.

"I'm inviting everyone to join me in this mission," he says. "Together we can create happiness for those children who so deserve to be happy!" ★

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### WEEKLY PUMP PRICE SURVEY / cents per litre

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CITY	Price	(+/-) Previous Week	Excl. Taxes
WHITEHORSE	139.4	2.5	121.6
VANCOUVER *	136.2	-0.2	96.6
VICTORIA	130.6	0.0	96.7
PRINCE GEORGE	124.9	-0.3	94.8
KAMLOOPS	124.9	0.0	94.8
KELOWNA	127.5	-0.8	97.3
FORT ST. JOHN	129.6	0.0	99.3
YELLOWKNIFE	131.0	0.0	111.6
CALGARY *	116.3	-0.2	97.8
RED DEER	114.9	0.0	96.4
EDMONTON	112.2	-1.5	93.8
LETHBRIDGE	116.9	0.0	98.3
LLOYDMINSTER	115.6	0.0	97.1
REGINA *	121.2	-0.2	96.5
SASKATOON	122.4	-1.3	97.6
PRINCE ALBERT	122.9	0.0	98.0
WINNIPEG *	120.2	0.0	98.9
BRANDON	119.4	0.0	98.2
TORONTO *	130.6	-2.3	97.2
OTTAWA	129.6	-0.3	96.4
KINGSTON	126.4	-1.0	93.6
PETERBOROUGH	130.3	0.8	97.0
WINDSOR	129.7	-1.5	96.4
LONDON	130.9	-0.3	97.5
SUDBURY	128.4	-3.5	95.3
SAULT STE MARIE	128.9	-0.4	95.8
THUNDER BAY	132.3	-0.4	98.8
NORTH BAY	128.9	-3.3	95.7
TIMMINS	133.9	-0.3	100.2
HAMILTON	128.5	-0.3	95.4
ST. CATHARINES	125.6	-3.3	92.8
MONTREAL *	136.7	1.3	97.7
QUEBEC	131.6	-4.0	93.3
SHERBROOKE	132.2	-2.3	93.9
GASPE	132.4	-3.0	97.8
CHICOUTIMI	131.5	-2.5	97.0
RIMOUSKI	129.2	-6.3	93.1
TROIS RIVIERES	129.9	-6.0	91.8
DRUMMONDVILLE	132.5	0.0	94.1
VAL D'OR	133.2	-0.2	98.6
SAINT JOHN *	125.4	-6.1	87.8
FREDERICTON	125.8	-6.2	88.1
MONCTON	129.2	-3.4	91.2
BATHURST	128.0	-3.1	90.1
EDMUNDSTON	127.5	-6.4	89.6
MIRAMICHI	127.1	-6.2	89.3
CAMPBELLTON	127.2	-6.1	89.4
SUSSEX	125.7	-6.2	88.0
WOODSTOCK	128.7	-7.1	90.7
HALIFAX *	122.3	-6.1	86.9
SYDNEY	125.1	-7.8	89.4
YARMOUTH	126.7	-8.7	90.7
TRURO	130.8	0.0	94.3
KENTVILLE	123.6	-7.8	88.1
NEW GLASGOW	128.0	-4.2	91.9
CHARLOTTETOWN *	126.2	0.0	96.0
ST JOHNS *	137.3	1.1	101.0
GANDER	133.7	1.1	97.8
LABRADOR CITY	145.6	1.1	108.3
CORNER BROOK	138.1	1.2	101.7
<b>CANADA AVERAGE (V)</b>	<b>127.5</b>	<b>-0.8</b>	<b>96.8</b>

V-Volume Weighted

(+/-) indicates price variations from previous week.

Diesel includes both full-serve and self-serve prices.

The Canada average price is based on the relative weights of 10 cities (\*)

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