



His Worship Mayor Tony Van Bynen
Town of Newmarket
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Dear Sir,

We at Lice Squad Canada would like to proclaim September 17 as Head Lice Awareness Day.

We are asking for the city's support in our efforts to stop the stigma associated with head lice and to stop the over use and abuse of pesticides on children and our environment.

Many municipalities have banned pesticides on our lawns yet somehow it's acceptable to put them on our children's heads for the treatment of head lice. We would like to see this change or bring awareness to alternatives. There are an estimated 2.4 million cases of head lice per year in Canada and the numbers continue to grow. Anyone can get head lice. They do not discriminate other than preferring clean hair. Our mission is to stop the stigma associated with head lice and to stop the over use and abuse of pesticides on children and our environment.

To build upon our existing mission and to foster healthy children, families and environments we have partnered with the Children's Aid Foundation. We have pledged to donate \$1 from the sale of each of our Premium Head Lice kits and each Lice Squad location Canada wide will be donating an entire day's service revenue to CAF to support the good work they do in abuse prevention, education and advocacy through local Child Welfare Agencies.

We are having giveaways, prizes and a coloring contest with renowned New York Children's Author Tracy Dockray and her book A Scare in my Hair.

Thank you in advance for your consideration. I look forward to meeting or speaking with you at your earliest convenience.

Dawn Mucci
CEO, Lice Squad Canada Inc.
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