



**MEDIA INVITE
FOR IMMEDIATE RELEASE**

August 11th, 2011

200 FEET DOWN - CHALLENGE OF A LIFE TIME WHILE CHANGING LIVES FOR MANITOBANS WITH DISABILITIES

WINNIPEG, August 11th, 2011 – In support of **SMD Foundation/Easter Seals™ Manitoba**, over **88** brave and dedicated “Superheroes” from Manitoba businesses, media and the surrounding community will scale (rappel) 17 storeys down the side of the CREIT Royal Bank Building (220 Portage Ave) on **Thursday, August 18th, 2011 for the 7th annual Easter Seals™ Drop Zone - Winnipeg**. Since 2005, CREIT has been the *National Founding Sponsor* of the Easter Seals™ Drop Zone event.

All Drop Zone participants generate a minimum of \$1,500 in pledges in order to participate in this adventure of a lifetime while challenging their daily comfort zone in rappelling 200 feet down the RBC Building for such an amazing cause.

Over \$140,000 was raised last year in Manitoba. This year’s Drop Zone is projecting to raise over \$160,000. All proceeds raised stay here in Manitoba to support vital programs and services that reach over 47,000 children, youth and adults with disabilities per year. Since 2004, more than 4,000 “Superheroes” have joined this exclusive club, **collecting over \$4 million dollars for Easter Seals™ across Canada**.



Cheer on local media as they brave new heights, including:

- Brenna Rose, Global Winnipeg
- Adam West, HOT 103 FM
- George Denoon, Winnipeg Free Press
- Marilee Caruso, CTV Winnipeg
- John Sauder, CBC Manitoba
- Meera Bahadoosingh, Shaw TV
- Jeremy John, Citytv Winnipeg
- Jay Oliver, 102 Clear FM

Media are invited to join the on-lookers and participate in the festivities on event day. Please report to the **MEDIA AREA** which will be clearly marked and will be located in the 201 Portage Courtyard.

WHAT: 7th Annual - 2011 Easter Seals™ Drop Zone – Winnipeg

WHEN: Thursday, August 18th – participants will be rappelling down the RBC Building from 8:00 a.m. – 5:00 p.m. (*event day rappel schedule attached*).

WHY: In support of children, youth and adults with disabilities in Manitoba

WE INVITE THE PUBLIC TO COME OUT & WATCH & JOIN IN THE FESTIVITIES!

❖ **WHERE: 201 Portage Courtyard from 8:00am to 4:00pm**

- ACE BURPEE will be hosting “Live on Location” from Noon to 1:00pm.
- “Live” DJ all day courtesy of Cherry Tree Productions.
- Check out our corporate booths; IDC Communications, Westjet & Procurity Inc – *Health Tent*, there will also be contests and free handouts for the public.

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For more information & media accreditation, please contact:

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