

media release



**MEDIA INVITE**  
For Immediate Release  
August 17, 2009

## 1 Day. 1 Downtown Office Tower. Only 1 Way Down!

WINNIPEG, August 17, 2009 – In support of Easter Seals™ Manitoba and the Society for Manitobans with Disabilities Foundation, brave and dedicated “Superheroes” from Manitoba businesses, media and the surrounding community will scale (rappel) 17 storeys down the side of the Royal Bank Building on **August 20<sup>th</sup>, 2009** for the 5<sup>th</sup> annual **Easter Seals™ Drop Zone**.

All rappellers generate a minimum of \$1,500 in pledges to participate in this adventure of a lifetime while challenging their daily comfort zone for a great cause.

Almost \$90,000 was raised last year. Since 2005, more than 1,700 “Superheroes” have joined this exclusive club for Easter Seals™, **collecting over \$2 million dollars across Canada**. Every penny raised in Manitoba remains in the community to help kids and adults with disabilities.



Of the estimated 80 rappellers, one of the more notable individuals is **2-time Drop Zone participant, John Wyndel**. His commitment to the event and SMD Foundation/Easter Seals™ Manitoba has been truly inspirational.

**Please join John rappelling down the RBC Building at 12:40 P.M.**

Media are invited to join the on-lookers and participate in the festivities from the CanWest Global Place Courtyard across the street at 201 Portage Avenue.

- WHAT: 2009 Easter Seals™ Drop Zone**
- WHEN: Thursday, August 20<sup>th</sup> – (8:00 a.m. – 4:00 p.m.)**
- WHERE: Royal Bank Building, 220 Portage Avenue**
- WHY: In support of adults and children with disabilities in Manitoba**

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**For more information & media accreditation, please contact:**

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