



MEDIA ADVISORY

White Rock Fire Fighters Launch Cycling Event

...travelling across Canada to raise money for Variety – The Children's Charity!

Burnaby, BC (May 19, 2010) – *Shore2Shore*, an exciting new fundraising event for Variety – The Children's Charity will have its official launch on May 26th at the White Rock Fire Department. A group of White Rock fire fighters from Local 2407 will be cycling from Halifax, Nova Scotia to White Rock, BC in September 2010 all to raise funds for Variety! These incredible fire fighters plan to complete our tour in less than two weeks.

Please join us for the launch and hear from White Rock Mayor, Catherine Ferguson and members of the Shore2Shore Team!

What: Shore2Shore Media Launch & BBQ

When: Wednesday, May 26th at 11am

Where: White Rock Fire Department, 15315 Pacific Avenue, White Rock

Over the last year, the fire fighters from Local 2407 have been raising money by collecting pledges for their ride and have already raised over \$20,000. "Raising money for charity has always been a big part of what we do. This event will be our biggest charity event to date!" says team leader, Eric Kameka.

"The dedication and enthusiasm shown by these White Rock fire fighters is truly amazing," says Barbie Hislop, Executive Director of Variety – The Children's Charity. "It is fantastic to see an organization, like Local 2407, work together to achieve something that will be life altering for many children throughout British Columbia."

Variety – The Children's Charity raises funds and distributes grants to inspire hope, enrich lives, and build a better future for children in British Columbia who have special needs. Since 1965, Variety has raised over \$155 million for children and families in the province.

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In partnership with

Variety – The Children's Charity

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