



Media Release
For Immediate Release
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Easter Seals Looks Forward to the "Rolling out the Red Carpet" at the 24 Hour Relay

EDMONTON – Albertans are gearing up for the 25th annual Money Mart Easter Seals 24 Hour Relay on June 18 & 19, 2011 at Rundle Park in Edmonton. This year, the theme is "Hollywood Nights – A Silver Screen Event" and teams will be having fun at the "Hollywood Party with a Purpose". The festivities will include fantastic games, a murder mystery dinner including a grand buffet, a chance to win some fabulous prizes, sing by the campfire, and enjoy watching a great movie on the silver screen. This is a chance to experience stardom, while helping Albertans with disabilities and special needs live an improved quality of life.

Opening Ceremonies, on Saturday, June 18 starting at 9:15 a.m. will include an appearance by Easter Seals 2011 Ambassador for northern Alberta, Melissa Pickle. Closing ceremonies will take place on Sunday, June 19 at 10:00 a.m. and will include a cheque presentation to Camp Health Hope and Happiness. The closing ceremonies will be highlighted with Oscar prizes for the coveted Team Spirit Award, Top Fundraisers, and Most Kilometers ran in the 24 hours and unveiling the total funds raised at this year's event. There is a free pancake Father's Day breakfast for all participants/volunteers on Sunday morning sponsored by Jitterbee pancakes and Big Top Tent Rentals.

The Relay will commence at 10:00 am and 24 teams of up to 20 members take turns running or walking a 2.5 km course for 24 hours! "Not only is the Relay a weekend filled with Hollywood-themed activities, it's all for a great cause, and this year Easter Seals Relay hopes to raise \$150,000 to make a lifetime of difference in the lives of children, youth, and adults with disabilities and special needs in Alberta," says Darla Zuk, Events Manager of Easter Seals Alberta.

Back by popular demand is the "Health and Wellness Tent" which includes massage therapists and mini pedicures/manicures. Having a special Disney's "Kid's Zone" on-site is a real treat for the little ones, as there will be crafts, coloring, games, face painting, fairy magic, storytelling, a balloon artist and various mascots for the little ones to meet.

For more information, check out our website: www.edmonton24hourrelay.com or contact Darla Zuk, Events Manager, at 780.429.0137, Ext 308.

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