



Public Service Announcement

For Immediate Release
September 2, 2011

Superheroes to Descend at Easter Seals' Drop Zone

80 participants will rappel down the Sutton Place Hotel in downtown Edmonton

Edmonton, AB - On September 6th, an elite group of brave Albertans will face their fears and descend 29-stories from the roof of the Sutton Place Hotel into the streets of downtown Edmonton, to assist people with disabilities and special needs.

Help Easter Seals Alberta provide children and adults with disabilities and special needs by making a pledge to support the 80 Superheroes who have undergone specialized training to participate in this event. All participants are required to raise a minimum of \$1,500 worth of pledges and monies are still needed to support these Superheroes.

These 80 Superheroes are stepping outside of their comfort zone and off one of downtown Edmonton's premier buildings. Come and watch these individuals get the thrill of their life, as they help fund services such as equipment provision, residential programs, and recreational opportunities for Albertans with disabilities.

This year we have two special Superheroes:

- **At 7:20 a.m., for the first time in Edmonton, there will be a Superhero with a disability, Marty, who is facing his fears as he rappels in a wheelchair; and**
- **At 8:45 a.m. a visually impaired Superhero, Diane, will also face her fears as she descends the 29 stories of the Sutton Place Hotel.**

**Come and be a spectator at the Sutton Place Hotel, 10235 101 Street
on September 6, 2011.**

Make a pledge at www.thedropzone.ca

Or

**Text your smart phone to: 45678 and type the word "easter" and \$5.00 will be
donated to Easter Seals Alberta**

Event Details

Who: Easter Seals Drop Zone

What: A fundraising event with 80 participants rappelling down
the Sutton Place Hotel in downtown Edmonton

When: September 6th, starting at 7:15 a.m. and continuing until 4:45 p.m.

Where: Sutton Place Hotel – 10235 101 Street

Why: To provide Albertans with disabilities and special needs with equipment and services

Visit www.thedropzone.ca or call 780.429.0137, ext 308 for more information about this event.

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For more information please contact:

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media release