



In support of



SIGN OF
Hope!



- MEDIA RELEASE -

The Edmonton Sun is pleased to announce the eighth annual **ATCO & Edmonton Sun Christmas Charity Auction**, raising funds for the United Way of the Capital Region, Stollery Children's Hospital Foundation, Edmonton Christmas Bureau and Catholic Social Services Sign of Hope.

Since 2004, the **ATCO & Edmonton Sun Christmas Charity Auction** has raised over \$1.5 million which has been equally divided among the four charity partners. Each of these charities plays an essential role in lending a helping hand within our communities on various levels and in order to continue to provide such positive impacts in the lives of others, they need our support.

This year's auction will take place for three days in the Edmonton Sun from Tuesday, October 25th to Thursday, October 27th and will house over 200 packages including hockey tickets, travel adventures, one of a kind experiences, home improvement, entertainment, celebrity dinners and much more!

During the auction all packages are listed, including donors and sponsors, in a special section of the Edmonton Sun. Readers are invited to phone in bids to our call centre, sponsored by Pizza 73, or to bid directly on-line at our sponsored auction site CampusAuctionMarket.com.

Through-out the auction the status of all current bids can be found at campusauctionmarket.com. The auction officially closes at 3 p.m. on Thursday, October 27th and the highest bidder on each item at that time takes home their respective package.

The **ATCO & Edmonton Sun Christmas Charity Auction** is an example of a joint community effort at its finest. Four charities benefit, hundreds of companies contribute to the auction by way of monetary donations, items or services and thousands of Sun readers across Northern Alberta make their bids on behalf of four great Edmonton charities.

Help us reach our goal this year of \$300,000!

For further information or to arrange media interviews please don't hesitate to contact David Black, Auction Producer at (780) 780-945-0779 or via email at david.black@christmasbureau.ca.