



MADNESS 2008

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Media Release

For Immediate Release:

TAKE A RIDE ON THE READING, BUY PARK PLACE – IT’S TIME FOR MONOPOLY MADNESS!

Victoria B.C, February 26, 2008 - On Saturday March 1st Victoria’s wildest Monopoly tournament will be played at the Victoria Conference Centre. Fast and furious, this is Monopoly like you’ve never played it – Do you buy? Do you sell? Roll the dice - Advance to Go or Straight to Jail. Thirty-five games being played simultaneously by over two hundred players - one great fundraiser!

“We are very excited that this event is so supported by so many community-minded businesses,” remarks Milford Sorenson, Honorary Chair for Monopoly Madness 2008 and CEO of Thrifty Foods. “Coast Capital Savings is on board as event sponsor, Mr. Monopoly, and Thrifty Food is back as a Tycoon sponsor at this year’s event.”

This annual event is an important fundraiser for Boys & Girls Club Services of Greater Victoria and the BC Paraplegic Association (BCPA). The 16th annual Monopoly Madness will raise much needed support and awareness for these two organizations, helping to maintain community programs here in Victoria.

“This event benefits the residents of the Capital Regional District and south Vancouver Island who have suffered a spinal cord injury, as the funds raised will enable us to continue providing hospital transition services, peer support programs and advocacy; to help people with physical disabilities live successful independent lives”, says Melanie Crombie, Executive Director of the BC Paraplegic Association.

“The funds raised at Monopoly Madness help us provide preventative programming for children and youth in our community – programming that is vital to keeping kids off the street and engaged in meaningful activities,” added Ralph Hembruff, Executive Director of Boys & Girls Club Services of Greater Victoria.

This event sells out each year but there are a few tickets left– so don’t wait – buy your tickets now by calling 384-9133. Tickets are \$150 and include a reception, dinner, live and silent auctions, and entry into the Monopoly Tournament. All tournament participants are entered into a draw for a trip to Disneyland – airfare, accommodation and park entrance.



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Community sponsorships help make this event possible. Special thanks to go to sponsors, Coast Capital, Thrifty Foods, A-Channel, CFX/Kool FM, Black Press, Coca-Cola Bottling, Paradise Island Foods, The Victoria Conference Centre, Butler Brothers, Digital Direct Printing, Andrew Sheret/Splashes, Island Farms, Vision 2000 Travel Group, AON Reed Stenhouse, DIGI Canada, The Fairmont Empress, LA Limousines, Purdy's, Albion Fisheries, Cargill, Caorda, Robbins Parking and The Market on Yates.

About the BC Paraplegic Association:

The BC Paraplegic Association office located in Victoria provides a vital link to information and services for persons with physical disabilities. BCPA Victoria reaches out to hundreds of people with disabilities and their families, providing the tools for healthy and participatory lifestyles.

About Boys & Girls Club Services of Greater Victoria:

For nearly 50 years, Boys & Girls Clubs have recognized the importance of social, educational and recreational programs for children and youth that are positive, strength-focused, and build their capacity to weather adversity and make positive and healthy choices. Children who learn how to make appropriate lifestyle choices grow up to be healthy adults – positive role models for their own children – valuable and contributing members of the community.

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