

FOR IMMEDIATE RELEASE

The Parade of Christmas at Grouse Mountain SOS Children's Village BC partners up with Coast Capital Savings and RE/MAX

Michael David Todaro

Through the eyes of a child, the winter holidays can mean so much: being with family and friends, exchanging gifts; the smell of fresh-baked gingerbread wafting through the air on a cold, snowy day.... The trees--adorned with lights and tinsel, toys and trinkets--make little eyes shine while outside skating, snowboards and skis signal the start of a truly magical season.

Each year, Grouse Mountain, the Peak of Vancouver, along with several dedicated corporate sponsors and the public, have made the Parade of Trees a magical place for children of all ages. This year will be no exception as it continues to grow with an exciting new addition!

Building on the enormous success of our yearly Parade of Trees event on Grouse Mountain, the Peak of Vancouver, SOS Children's Village BC (SOS BC) is excited to announce our new event, the Parade of Christmas, and with it our first annual SOS Gingerbread Village!

A little smaller than our own foster village, the Parade of Christmas Gingerbread Village, presented by RE/MAX, will be a real, decorated village on display at Grouse Mountain's Spirit Gallery during the holiday season. "We are so thrilled to be a part of this event for our seventh consecutive year," says Laura Dereniowski, chair of the RE/MAX Lower Mainland Advertising Committee. "The holiday season really provides an opportunity to reflect on the positive changes occurring in our community and the part that RE/MAX plays in helping generate this change by supporting local charities such as SOS BC."

From November 24th through to December 24th, visitors will be able to come and visit the gingerbread village, as magical as the holiday season itself, on display in the Spirit Gallery atop Grouse Mountain, the Peak of Christmas.

The festivities of this magical event will kick off with our highly anticipated Holiday Gala, presented by Coast Capital Savings, the evening of Thursday, November 29th. This is the fifth consecutive year that Coast Capital Savings has presented the annual gala. "The holiday season really is about children," says Wendy Lachance, Coast Capital's Director of Community Leadership. "This event, one that we have been involved in for the past five years, is the perfect way to celebrate the season while supporting a charity that gives so much to our community."

Mandy Gill, Afternoon Co-Host on The Beat 94.5 will bring her energetic and charismatic personality to this festive evening, as the event emcee.

Through the Parade of Christmas, and the Holiday Gala, we provide our corporate sponsors with an on-going opportunity to showcase their generosity and support of vulnerable children and youth including those in foster care, in their local community. This, in turn, helps SOS BC to provide the much-needed counseling, educational services, and youth in transition programs to local children and youth, needed to help make the transition to a happier childhood. We also get a chance to thank you for help making a

difference in the life of a child, so please join us! Come and be a part of something magical at this year's Parade of Christmas at Grouse Mountain.

Coast Capital Savings Credit Union is Canada's second largest credit union with total assets under administration of \$13.5 billion, 475,000 members and 50 branches in the Metro Vancouver, Fraser Valley, and Vancouver Island regions of British Columbia. Product innovations include Canada's first free chequing account from a full-service financial institution and the country's most flexible mortgage product, the You're the Boss? Mortgage, which was named 2010 Mortgage of the Year by canadianmortgagetrends.com. Coast Capital offers one of Canada's 10 Most Admired Corporate Cultures?. It is a member of Canada's Best Managed Companies Platinum Club and an Imagine Canada Caring Company. To learn more, visit www.coastcapitalsavings.com.

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