

FOR IMMEDIATE RELEASE

Michael David Todaro

What happens when Grouse Mountain, RE/MAX, and Coast Capital Savings all come together to raise money for local children and youth? Everyone does a great job! With SOS Children's Village BC just finished counting the proceeds from the sold out Coast Capital Savings Holiday Gala hosted by the energetic and talented Mandy Gill, afternoon co-host of The Beat 94.5 FM, and our newest event addition, the RE/MAX Parade of Christmas Gingerbread Village, it looks like we've raised a lot of money and awareness for a great cause!

The 2012 four-week event was a tremendous success! With the support of our very generous sponsors, culinary partners and participants, this year SOS Children's Village BC raised over \$54, 000, helping to secure its place as the quintessential "must-see" winter event on the North Shore. A very big part of this fundraising comes from the generous donations we receive each year from Santa's Workshop atop Grouse: this year, the donations Grouse collected in support of SOS BC during the Peak of Christmas came to a record \$13,319.79!

Grouse Mountain has been a dedicated partner on this event since 2005, generously supporting all components of the Parade of Christmas and Holiday Gala.

"We are thrilled with the unprecedented generosity that our guests have shown this year as part of the Peak of Christmas here at Grouse Mountain in support of SOS Children's Village", says Grouse Mountain Public Relations Manager Sarah Lusk. "We look forward to many more successful holiday seasons for SOS BC here at the Peak of Vancouver and we are pleased that we can provide a festive platform where they can fundraise to support of their exemplary work here in British Columbia".

SOS Children's Village BC gratefully acknowledges all of our sponsors, supporters, culinary partners, volunteers and visitors who made this event a smashing success!

“It (...) [was] just beautiful” said one senior when asked about the new gingerbread village, “it reminds me of the gingerbread houses we used to build as children; such happy memories, and for such a good cause.” “What a great idea” said a mom while taking her two little boys to see the display. “It’s just amazing how people can come together and raise money for local kids. I’m just so happy I can help, even if it's only in a little way by visiting.”

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