

FOR IMMEDIATE RELEASE

January 31, 2014

Annual Parade of Christmas Fundraising Event Marks a Stellar Year!

Surrey, British Columbia We are pleased to announce that the Parade of Christmas at Grouse Mountain, the Peak of Vancouver, **raised a total of just over \$50,000 this year!** Of that amount, over \$17,000 was from donations, a significant leap from 2012 - \$11,984 was donated through Grouse Mountain's Photos with Santa. **More than 9,500 votes were cast to choose the winner of the best gingerbread structure, which is almost double the number of votes from last year.**

Grouse Mountain has been a dedicated partner on this event since 2005, generously supporting all components of the Parade of Christmas. "Without the invaluable support from Grouse Mountain we would not be able to create the magic both atop the mountain and for the foster children we provide homes and services for in British Columbia," states Gillian Harrow, Development Manager for SOS BC.

"Grouse Mountain is extremely pleased with the generosity demonstrated by our guests during annual Peak of Christmas initiatives supporting SOS Children's Village," said Grouse Mountain general manager Michael Cameron. "**Significant funds were raised through donations to visit Santa in his workshop and tour the beautiful creations in our Gingerbread Village.** We feel honoured to support the important work done by SOS Children's Village here in British Columbia and we look forward to many years of continued involvement with this very worthy partner."

SOS Children's Village BC warmly thanks all our corporate and service club sponsors, bakers and pastry chefs, and all of our generous supporters of the Parade of Christmas, as well as the public for donating to our foster Village at Santa's Workshop atop Grouse Mountain.

The icing on the gingerbread cake is that **this year's winner of the SOS Gingerbread Village competition is donating their \$1,000 prize to SOS Children's Village BC!** Silvie Roy from Patty's Girls: "We are really just so happy to have been able to participate in the competition again this year, and couldn't be happier to donate our prize to SOS BC! We love the work that you guys do!"

About SOS Children's Village BC

SOS Children's Villages is the world's largest non-governmental, non-denominational child development organization for orphaned and abandoned children. It has existed for over 60 years with presence in 133 countries and over 550 villages. British Columbia is home to the only SOS Children's Village in Canada. SOS Children's Village BC provides community-based family care services to improve and sustain the quality of life for foster children and foster families through a variety of programs that address social development and healing. Headquartered in Surrey, the organization actively creates opportunities, programs and services to increase stability and continuity for foster children and their foster parents.

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