



NEWS RELEASE

For immediate release
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AMHERSTBURG RECREATION COMPLEX FUNDRAISING CAMPAIGN ON TARGET

AMHERSTBURG, ON — Mayor Wayne Hurst today announced that the Amherstburg Recreation Complex's Fundraising Campaign was well on its way to reaching its \$2 million fundraising goal.

In September 2009, the Town of Amherstburg established the Amherstburg Community Foundation – a registered not-for-profit organization – to strengthen its ability to fundraise for the development of its dynamic, new all-inclusive sporting and social facility. The **Our People. Our Passion** fundraising campaign will support the high quality services offered at the Complex, encouraging and engaging more people to participate in healthy physical activity and to adopt a positive lifestyle.

"We have received tremendous support from donors, stakeholders, user groups, consumers and the community," said Mayor Hurst. "Their philanthropy helps us greatly in our pursuit of sport, recreation and leisure excellence, and their generosity is helping us attain our campaign goal."

The Town has utilized multiple platforms to reach donors and the community including campaign literature and packages, print and radio advertisements, direct mail campaigns, letters, pledge cards, promotional apparel and on-line web donations. Since March 8, 2010, the fundraising campaign has made regular funding announcements to Council. The Town anticipates publicly announcing its campaign progress at the October 12 Council Meeting.

Most recently, the Town hosted two fundraising events – the Charity Golf Tournament which net in excess of \$10,000 and the Garden Reception Fundraising which net over \$25,000 - and announced a \$50,000 donation from Green Shield Canada for the naming of the score clock in the baseball fields.

The Town is also planning a Pasta Dinner Fundraiser at the Verdi Club on October 14 from 5:30 pm to 8:00 pm. Tickets are \$20 for adults or two for \$35, and \$10 for children aged 5 – 10 or two for \$15. Tickets will be available for purchase at the Amherstburg Town Hall after September 14.

The **Our People. Our Passion** fundraising campaign directly supports sport, health, recreation and leisure excellence in Amherstburg, and offers a variety of other highly visible sponsorship and naming opportunities on dressing rooms, arenas, baseball fields, meeting rooms and more.

Slated for completion in the fall, the new complex will be located at Larry Bauer Park and will house Canada's first Miracle League Baseball Diamond for persons with special needs; Ontario's first community artificial turf baseball diamond; the region's first regulation size FIFA soccer/CFL football field; twin pad arenas; a practice mini ice rink; an indoor soccer playing field; and a Seniors Centre.

The new complex will meet the recreational needs of the entire community, provide opportunities for sport tourism, and will be energy efficient to operate. The Town of Amherstburg received financial assistance for the building of the recreation complex from the governments of Canada and Ontario under the BCF-CC.

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For more information:

Paul Beneteau, Acting CAO for the Town of Amherstburg
Direct: (519) 736-0012 ext. 236