

WildPlay Element Parks is looking for a few good organizations

Company seeks charitable partner, launches online donations application

October 8, 2008: Part of WildPlay Element Parks' core philosophy is promoting physical activity, healthy play and a healthy environment. To further that mandate, WildPlay supports many community initiatives with a similar mission to improve access to outdoor activities and the natural environment. Every two years WildPlay also selects one charitable partner to provide major support in reaching these goals. Charities sharing this mandate, with a focus on children and youth, are invited to apply now to be WildPlay Nanaimo's next Charity of Choice. The partner organization will receive \$10,000 worth of activity passes annually as well as a variety of other support.

"We are looking for applications from organizations that are working to protect the environment or encourage physical activity and whose work is impacting Vancouver Island children and youth," says Marilyn Sing, Marketing Communications Manager, WildPlay Element Parks. "Our goal is to support them in the work they are doing and to hopefully extend the benefits of play and physical activity to those who do not normally have access to these types of activities."

Partner organizations have included Big Brothers Big Sisters of Central Vancouver Island who provided the passes as an activity option for Bigs and their Littles. Partner organizations are able to use the passes in a raffle or auction to raise funds, for a special activity day or to reward volunteers or donors, for mentoring programs or in a combination programs and fundraising. Preference is given to programs aimed at groups who might normally have financial barriers to experiencing WildPlay activities. Passes are primarily for TreeGO, WildPlay's tree-to-tree adventure park that combines a series of interactive, physically engaging activities among the trees in several acres of Douglas Fir forest.

"We like to give our partners the flexibility to use donation in a way that benefits them the most or that will impact the greatest number of people," says Sing. "We work with the organization to meet their specific needs."

Applications to be the Charity of Choice are available online and must be submitted by Friday, November 21. The next partnership will kick off March 2009.

WildPlay is also launching their online donation application for the Activity Pass Program. Vancouver Island charities, non-profits and educational institutions involved in fitness and environmental pursuits are invited to apply online for activity passes to be used in raffles, silent auctions and other fundraising activities. Applications are reviewed on a monthly basis, requiring applicants to submit their information a minimum of eight weeks before the passes are needed. See www.wildplayparks.com for information and to apply.

-30-

Media Contact:
Heather Leary
P: 250-385-2285
E: hleary@shaw.ca