

**FOR IMMEDIATE RELEASE:**

## **Olds & District Kiwanis Club partners with CLC in support of local campaign**

**March 19, 2007** – A community fund development strategy in support of the Community Learning Campus is being launched with substantial backing from the Olds & District Kiwanis Club.

As part of their support of community initiatives, the Kiwanis Club has developed a strategy targeted to raise \$170,000 to purchase theatre seats within the Fine Arts and Multi Media Centre of the CLC. Their commitment is integral to the overall campaign goal of \$5 million.

“As a club we were looking for a substantial project to support and a lot of members wanted to become involved in the CLC, not only for our youth but for all people in the community,” said Geoff Lynn, President, Kiwanis Club of Olds. “This is a good fit with the Kiwanis Music Festival and with the priorities of our club. Our membership is excited about the scope of this project, because it has been years since we have worked on something of this magnitude.”

Kiwanis leads a multitude of community initiatives, including tree planting, playground development, literacy initiatives and the annual Kiwanis Music Festival. Their last major campaign involved fund development of nearly \$500,000 for the Kiwanis Manor seniors lodges.

The CLC community campaign kicked off on March 9<sup>th</sup> with a spirited purchase of the naming rights to the first theatre chair, at the Olds College Gala live auction. The “Reserve Your Seat” campaign provides the opportunity to purchase the naming rights to a theatre chair in the new Fine Arts and Multi Media Centre, which will be celebrated with a plaque placed on each chair. The cost of naming rights is \$1000, \$500 and \$250 per chair (visit [www.communitylearningcampus.com](http://www.communitylearningcampus.com) for information). The purchase of the naming rights on the first chair raised \$3,600 at the Gala auction.

“I believe passionately in the CLC project and what it will bring this community,” said Dot Negropontes, Executive Director of the CLC and successful bidder on the inaugural theatre chair. “I felt our family needed to step forward and tangibly support this project, and the first opportunity was the ‘Reserve Your Seat’ campaign. This is a really nice way to commemorate a loved one, celebrate a special event, or leave your name as a lasting tribute. It is a nice touch to help build this community project in such a neighbourly manner.”

The local CLC fund development campaign is being led by Kathy Doyle, a local business owner whose guidance and involvement has shaped many community initiatives, including local schools, Olds Chamber of Commerce and the Olds Institute.

“I’m involved because I think the CLC will bring opportunities for everyone and that kids will be some of the great benefactors. I believe the theatre will change the face of the arts in this community and that the level of involvement in athletics will increase substantially through the Health and Wellness Centre. We are elevating the level of participation in many areas and our town will be stronger for it. I am also happy to work with other service groups to help them find their niche in this project, because there’s something for everyone to get excited about,” said Doyle.

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