

## **MEDIA RELEASE**

**For immediate release**

### **Algonquin College Event Management students raise \$51,000 for the Children's Wish Foundation**

**Ottawa, ON - April 21, 2009:** It was a proud moment for the Algonquin College Event Management graduating class this week as they presented the Children's Wish Foundation with a cheque for \$51,000 as part of their "Creating Magic" campaign. Members of the Children's Wish Foundation and three "wish children" were at Algonquin College for a presentation ceremony to celebrate the students' fundraising success.

**"It is a great feeling when you can take what you have learned in the classroom and use it to make a difference in a child's life,"** says Ashley Lutyk, Student in the Event Management program. **"All of my classmates really went above and beyond because we knew that our efforts are not just for an assignment, we are helping others in the community."**

**A vital component of the Event Management curriculum requires students to plan and execute an event as a part of the "Creating Magic" campaign. This year, the campaign consisted of 17 student-organized and implemented events ranging from a fashion show and gourmet meal to an evening of "bowling for wishes". For each of these events students were responsible for securing the location, creating programming and decor elements, obtaining donations and marketing their events all while working with a zero dollar budget.**

**"We are extremely proud of the students in the Event Management program for their diligent work at raising this money,"** says Altaf Sovani, Chair of the School of Hospitality and Tourism. **"Experiential learning is an integral part of the Algonquin College learning philosophy and this is just one example of how our students learn in the classroom and in the workplace."**

**The Children's Wish Foundation partnership provides an opportunity for students to grant wishes to children with life threatening illnesses. (Quote from CWF)**

**Lynn Noel, the Children's Wish Foundation Chapter Fundraising Coordinator works side by side with the students (Quote Lynn.)**

**This is the second year of the "Creating Magic" campaign. To date, Algonquin College's Event Management students have raised over \$120,000 for the Children's Wish Foundation.**

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