

FOR IMMEDIATE RELEASE

Kiwanis AKtion Club announces new fundraiser in support of the Kiwanis Pediatric Unit for the new North Bay Regional Health Centre

[NORTH BAY - May 15, 2008] The Kiwanis AKtion Club announced its inaugural bowling tournament - **Bowl-for-AKtion** - in support of the Kiwanis Pediatric Unit at Partners Billiards & Bowling today, with the support of title sponsor Plenary Health in association with Johnson Controls and PCL Construction Leaders.

The Kiwanis AKtion Club was founded in 2001 with the support of the Kiwanis Clubs of North Bay and Nipissing who were present today to share the exciting news. The Kiwanis AKtion Club brings adults with a disability together and provides them with the opportunity to develop initiative and leadership skills to serve their community and to build community capacity through volunteer work and special events. With an initial membership of 12 in it's first year, the club has grown and now boasts 55 members, the second largest Kiwanis AKtion Club worldwide.

"This is a very important day for the members of the Kiwanis AKtion Club as they get to experience the support and excitement shared with them by the many gracious sponsors and partners here today," stated Trudi Fountaine, a Director of the Kiwanis Club of North Bay and co-chair of the event. "What is really neat is empowerment our members gain from this experience both from the support the community is showing and the realization that they can have an impact," stated Viviane Degagne, also a co-chair of the event.

With the event to take place at Partners Billiards & Bowling, who have stepped up huge as event sponsors by offering the location as well as the support to organize and operate the event, what better venue for the announcement. Alongside title sponsors Plenary Health, PCL, and Johnson Controls; media sponsor Rogers Radio; marketing sponsor SOFA Communications; and several Lane and Strike Sponsors; the Kiwanis AKtion Club members greeted a sea of people from the community out to support their efforts.

"We are delighted to be part of this event and working with the Kiwanis AKtion Club. Having recently celebrated our 1st anniversary in North Bay and surrounding area, Bowl for AKtion is the perfect event to help us continue our goal of being good corporate citizens in this community," explained Vice President - Project Delivery of Plenary Health. "I feel blessed to share in the pure energy these adults exude - it is contagious," Miles further commented after joining AKtion Club President, Brett Nicholson, and Mark Hearst - CEO of the North Bay General Hospital to throw for a strike to officially launch the event.

In what turned out to be a surprise to the AKtion club members themselves, Plenary Health in association with PCL, and Johnson Controls announced that they would make a pledge to each member of the Kiwanis AKtion club participating in the event. When asked for a comment about this exciting news, all

AKtion club President, Brett Nicholson could do was give the two thumbs up, a testament to the impact this experience is having on Kiwanis AKtion Club members.

"This event truly takes the D out of fundraising," commented Jeff Valin - Past President of the Kiwanis Club of North Bay and Chair of the Kiwanis Pediatric Unit Committee, acting as MC for the launch of the event. "I have been involved in a multitude of fundraising events that have been a lot of fun. This one is different. It will raise money and it will be fun - but I am most grateful for the impact this event is having on the AKtion club - it's priceless. So, it is with great pleasure and pride, that I extend a thank you to the members of the Kiwanis AKtion club for their efforts to support the Kiwanis Pediatric Unit, but more importantly, for reminding us of the importance of having fun."

Proceeds of the event will go to the North Bay General Hospital Foundation in support of Kiwanis Pediatric Unit. The AKtion club members will choose themselves the equipment they wish to support.

To book your team call: Trudi Fontaine @ 474-3250 or e-mail trudi@mitchellarchitects.ca , Diane McLeod @ 472-2528 ext 205 or e-mail diane.mcloed@neilnet.com, Viviane Dégagné @ 474-8910 ext.33 or e-mail vdegagne@nbdacl.org

Tournament will be held at **Partners Billiards & Bowling**, bowling alley on **June 26, 2008**.

For Questions related to the event or the AKtion Club Contact:

Trudi Fontaine
705.474.3250
trudi@mitchellarchitects.ca

Viviane Degagne
705.474.8910 ext 33
vdegagne@nbdacl.org

For Questions related to Kiwanis Pediatric Unit Contact:

Jeff Valin
705.498.5333
jvalin@perpetualvision.biz