



May 30, 2011

ALBERTA WISH RIDE RIDES ON FOR THIRD STRAIGHT YEAR

Plans are in place for the third annual Alberta Wish Ride August 20, 2011 at Little Elbow in Kananaskis.

In its previous two years the event has raised almost \$50,000 for the Alberta chapter of the Children's Wish Foundation of Canada.

"Thanks to the support of our participants and sponsors, we're making a significant difference in the lives of Alberta children and their families at what is a very difficult time for them," said committee chair Irene White.

The Alberta Wish Ride is a one day event featuring trail rides through the gorgeous Kananaskis countryside. Riders gather pledges prior to the event. Riders have a choice of three trails through Kananaskis country, Romulus and Big Elbow trails will take about three hours while the Wildhorse trail will take about seven hours to complete.

The event provides a pancake breakfast before the riders head out. When they return they're offered a hot supper, prizes and entertainment. There's also a silent auction.

For every \$25 in pledges they bring in, the riders are given a ticket into a draw for a new saddle. The Billy Cook saddle is sponsored by Irvine Tack and Trailer and Dark Horse Land Consulting Ltd. Other prizes are donated by individuals and supporting businesses.

"We try to make this a great experience for our participants," said White. "Thanks to the support of our sponsors we're able to do that at a minimal cost so we're able to maximize our donation to the foundation. Our goal is to provide a great event and keep our expenses around \$500."

The Little Elbow area in Kananaskis has equestrian camping facilities for those who'd like to make a weekend out of the event. Reservations can be made through the Kananaskis reservation system.

Riders are encouraged to register as soon as possible at www.albertawishride.ca and indicate which trail they would like to ride. Pledge forms can be downloaded so riders can start collecting pledges right away. There are also options on the website to donate on line directly to the event as well as request information on how to become a sponsor.

This marks the third year for the Alberta Wish Ride. It's modeled after highly successful rides in British Columbia, the oldest of which, in Kelowna, celebrated its 15th anniversary May 14th.

Established in 1984, The Children's Wish Foundation of Canada is a national non-profit organization dedicated to fulfilling a favorite wish for children diagnosed with high-risk, life-threatening illnesses. Since its inception, Children's Wish has granted more than 14,000 wishes for children and their families and fulfills approximately 950 wishes annually across Canada -- each being an individual adventure, carefully structured to meet the needs of that particular child.

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