

July 21,2010

**2010 SHAPING UP TO BE A GREAT YEAR
FOR ALBERTA WISH TRAIL RIDE**



It's just over a month until the second annual Alberta Wish Ride and response has been strong. Event organizer Irene White says there is still room for more participants on the trail ride August 21st.

"We have about 50 people registered so far. We'd love to increase the number of riders from what we had last year, and of course increase our fundraising total as well," White said.

The inaugural event in 2009 attracted 77 horses and riders and turned over \$20,000 to the Children's Wish Foundation.

While there is some constraint to the number of riders the event can accommodate due to provincial habitat restrictions, many spots are still open, especially on the shorter trails which are also less difficult. 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.

Before they set off, riders are treated to a pancake breakfast. When they return, another hot meal will be waiting, along with entertainment and prizes. One of those prizes is a saddle donated by Frontier Western Shop in Claresholm and others come from community-minded businesses and individuals throughout southern Alberta.

"It's a great day in a great scenic area and we're supporting a great organization. We're hoping people will get their registrations in soon and come take part," said White.

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.

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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For more information, to obtain photos of last year's event or to arrange interviews, please contact:

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