

May 3, 2009



HORSES AND PEOPLE RIDE TO HELP ALBERTA CHILDREN

Alberta horse riders will have a unique opportunity this summer to enjoy their pastime in some magnificent scenery while supporting Alberta children.

The inaugural Alberta Wish Trail Ride in support of the Children's Wish Foundation is set for Little Elbow in Kananaskis Country August 22, 2009.

"This event is modeled after the very successful events which have run in British Columbia for several years," said Irene White whose father Walter initiated the first Children's Wish trail ride in Kelowna 13 years ago. That ride has spread across B.C. and has become the largest source of support for Children's Wish in the province.

White said the Kananaskis ride will feature two departures: an early ride for experienced riders lasting about 7 hours and a later departure lasting 3-4 hours. Riders will be sent off after a pancake breakfast and then return to a barbeque, entertainment and prizes. Rides will be led by experienced guides.

"These events are all about fun, enjoying the scenery and the company, and supporting a great cause. We're hoping people will bring their families and have a great time."

A pledge form is available on the event's web site. Interested riders are asked to pre-register with the event organizers and start collecting pledges. Non-riders are also welcome to enjoy the event with a small donation. Established in 1984, The Children's Wish Foundation of Canada is a national non-profit organization dedicated to fulfilling a favourite 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.

For more information about the Alberta event, visit www.albertawishride.ca

<30>

Media contact:

Irene White

(403) 366-8199

Irene@albertawishride.ca