



News Release

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### **What Recession? Community Support Strong for Alberta Wish Ride**

A number of Alberta companies have come on board to support the inaugural Alberta Wish Trail Ride, August 22<sup>nd</sup> in Kananaskis. The event will support the Children's Wish Foundation.

"We're really impressed with the support we've received from organizations and companies throughout Alberta," said event organizer Irene White. "So many people and companies have been generous with their support which will help make this a great activity for all the participants."

The Alberta Wish Trail Ride will bring horse riders to Little Elbow in Kananaskis for a great day of riding and entertainment. Riders gather pledges prior to the event with proceeds going to the Children's Wish Foundation of Canada.

Organizers are planning on two rides—one about 7 hours for experienced horse people, the other about 3 hours for others. Participants must bring their own horses and tack.

"We want to treat these riders right," said White. "We'll be giving them breakfast before they head out, a barbeque when they return, entertainment and prizes. That's where the sponsors have really come through for us. The top prize is a saddle we've had donated by Prairie Saddlery in Strathmore and Martha Birkett, and there's tons of other prizes for our riders."

A full list of sponsors is on the event's web site [www.albertawishride.ca](http://www.albertawishride.ca). The web site also has more information about the event as well as a pledge form to download.

"We're hoping to make this a great event for the foundation. We hope more riders will sign up, spend the day with us, and help us raise funds for this really great cause.

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For more information, or to arrange interviews, please contact:

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