

Media Advisory

Chain for Change: A Record-Breaking Fundraiser in Support of CancerCare Manitoba Foundation

WHAT: February 4, 2018 is World Cancer Day (<http://www.worldcancerday.org/>). Chain for Change will attempt to break the Guinness World Record for longest chain of ice skaters on one of the world's longest ice trails. Help us show the world we are the official winter city!

WHO: We need **400** individuals wearing skates (12 years of age and older) to break the Guinness World Record.

WHERE: The Forks on the Red River Mutual Skating Trail.

WHEN: Sunday February 4

12:30	Skaters arrive to lace-up
1:00 p.m.	Welcome and skaters meet at the Port rink on the ice to begin chain formation
2:00 p.m.	Chain formed and record broken!
2:30 p.m.	Closing remarks including announcement of fundraising total

WHY: To raise vital funds for CancerCare Manitoba Foundation, break a Guinness World Record and commemorate World Cancer Day

MORE: Earlier this week the Burns Foundation, a long-time supporter of CancerCare Manitoba Foundation, made a gift of **\$100,000** to Chain for Change. The Burns Foundation encourages all Manitobans to get on board with this fun and important effort to support the great work happening at CancerCare Manitoba. Donations will be matched dollar for dollar by the Burns Foundation.

Chain for Change is free to register. Participants are encouraged to raise funds for CancerCare Manitoba Foundation in lieu of the registration fee.

Participants are still needed to break the record! **Online registration closes 2 p.m., Saturday February 3. Event day registration is at 11 a.m., Sunday February 4 at Travel Manitoba at the Forks.**

For more information, to register or donate, please visit www.ChainForChangeWPG.com

For more information contact:

Karly Tardiff - Event Director

C: 807-938-5624

ChainForChangeWPG@gmail.com

www.ChainForChangeWPG.com