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For Immediate Release

2009 CHYM FM Tree of Hope Campaign

CHYM FM Tree of Hope Gets Social with the inaugural “Twee” Lighting

Waterloo Region – For the first time in 17 years, the CHYM FM Tree of Hope Campaign to benefit Family and Children’s Services Foundation will include a **“twee lighting”**. This exciting event combines a traditional ‘tree lighting’ and the power of social media. The inaugural event will take place this Friday, November 27th at 6:30pm on the central green space at Sportsworld Crossing (behind Moose Winooski’s).

“The ‘Twee’ Lighting is an opportunity to bring together an important virtual segment of the Region and its vulnerable members”, says Joseph Fung, local social media expert who will be on hand to inspire and inform attendees on how to utilize this new media to grow and strengthen their physical community. “It’s all about getting the word out and how Social Media, like Facebook and Twitter can be used to support the local community.”

“It’s not a new concept”, says Jim Phillips, Executive Director of Family and Children’s Services (FCS) Foundation, “Social Media is word of mouth, only the internet has given us new vehicles like Twitter to get the word out faster and to many people instantly.”

The event will offer guests the chance to warm up with complimentary mug of hot chocolate from Moose Winooski’s, Caribbean style Christmas carols from Traces Steel Band, and the opportunity to learn about the journey of former foster child and founder of Allbrite Glass and Tint, Terry Aivaliotis. Terry credits Family and Children’s Services, its staff, volunteers, foster parents, and supporters, for giving him “a second chance”.

The entire event will be twittered in real time at @CHYMTreeofHope.

Each year, Family and Children’s Services responds to over 8,000 calls about children who are abused, neglected, or in need of support within the Waterloo Region. The dollars raised through the Tree of Hope Campaign brighten the futures of local children.

Gifts can be made to the campaign at any Waterloo Region TD Canada Trust branch (Account #5201667 branch 0067) or online at www.fcsfoundation.ca.

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