

96.7 *chym fm* Tree of Hope Campaign Kicks Off Million-Dollar Campaign with a Trip to the Big Top!

The 12th annual CHYM FM Tree of Hope Campaign to benefit Family and Children's Services Foundation kicks off this Saturday, November 27th.

Activities are planned across the Region to officially launching this year's drive to raise \$200,000 to fund special enrichment activities for children in care including summer camp, music lessons, holiday experiences, and scholarships. The day will begin at the Cambridge Ice Centre where Presenting Sponsor Scotia McLeod will get things started in "grand style" at the second annual **Family Fun Fest**. This year's theme is 'Under The Big Top' and organizers expect 300 people - 100 adults and 200 children - to join CHYM & FCS Foundation from 2:30 pm to 4:30 pm.

The circus themed event will feature fun decor consisting of a "three ring" stage and a Midway Alley (sponsored by Dennis Murphy Pontiac GMC Buick) with a castle bouncer, six carnival games, a mini putt station, face painting, and Tickety Boo the clown providing balloon sculptures. There

will be something for everyone at any age. Topped with the delicious aromas of cotton candy, and Domino's pizza, the atmosphere will be a full circus experience!

Children will also enjoy two crafting stations, one provided by the Waterloo Region Children's Museum where children can create holiday ornaments to hang on their own trees, and another surprise craft by Scholars Choice. The Waterloo Region Police Services will be on hand to deputize participants, the Cambridge Fire Department will have demonstrations, and participants will have the chance to skate with members of the Cambridge Hornets hockey team. Children will receive a 'passport' encouraging them to visit all vendor locations. Once they have completed their fun (and educational) tour of the displays, they can return the passports for prizes and goodie bags.


"Scotia McLeod is proud to give back to the community through fun activities such as this," says Event Chair, Hugh Mellow. "The committee has certainly

worked hard to prepare a highly interactive and participatory event. Kicking off the presentations will be three talented young ladies—recipients of the Foundation's Better Futures Award—inviting the audience to join them in festive carols. But no holiday party would be complete without a visit from Santa and his trusty sidekick Rudolph, who will stop by on their way to the North Pole."

Then the action moves over to Kitchener with the Lighting of the CHYM FM "Tree of Hope". Family and Children's Services Executive Director, Peter Ringrose, Campaign Chairperson, Pat Henderson, and H.L. Staebler's, Kim Philpott will join lively CHYM personality, Neil Beaumont. Together they will light the 2004 Tree of Hope in front of Kitchener City Hall at 5 p.m.—officially kicking off the 2004 campaign that will run until December 17. **continued on page 2**

Mark Your Calendars!

- | | |
|-------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|
| November 27
2:30 - 4:30
5:00 - 5:30 | CHYM FM Tree of Hope Family Fun Fest Kick Off
<i>Cambridge Ice Centre</i>
Official Lighting of the Tree of Hope, <i>Kitchener City Hall</i> |
| Dec. 6 - 24
mall hours | Foster Family Association Gift Wrapping
<i>Cambridge Centre Mall</i>
<i>The Bay, Conestoga Mall</i> |
| Dec. 16 & 17
6am - 9pm | 96.7 CHYM FM Radiothon
<i>Chym pledge line Phone # 743-6563</i>
LOCATIONS: <i>Kitchener City Hall, Fairview Mall, Cambridge Centre Mall</i> |
| February 4
7:30am | Breakfast of Champions, <i>Holiday Inn, Kitchener</i> |

Please join us in this necessary campaign and help build a community that values and cares for children. Donations to the "Tree of Hope" campaign will be accepted throughout the holiday season. 



Family Fun Fest
Saturday, November 27

Cambridge Ice Centre
2:30 p.m. - 4:30 pm


  

Dress Down for Hope

The Family & Children's Services Foundation and 96.7 CHYM FM are hosting **Dress Down Day(s)** in support of the Tree of Hope Campaign on **Thursday, December 16** and /or **Friday, December 17, 2004**. You can participate by encouraging your workplace to dress down (or up) on one or both days of the radiothon, or any other day that is convenient to your organization, and make a small donation of a tooney!

Every dollar invested in these children benefits our community. With our support, essential programs will continue to be here for the children and youth who need them.

You can make a difference in our community - reserve Thursday, December 16 and/or Friday, December 17, 2004, or any other special day, to dress casually in support of the Campaign!


Please call (519) 576-1329 ext. 3943 or email tracy.glidden@facswaterloo.org if you would like to participate. 

Adopt A Family


It's hard to imagine that during the holiday season some families don't have presents under their tree or food on the table. You can share the festive spirit this holiday season with a family in need by participating in the **Adopt-A-Family Holiday Program**.

This special program matches donors with needy families. They are provided with a description of a family and a list of suggested gifts. A food voucher is included to allow the family to enjoy a special meal. Last year 248 families were 'adopted'. **This year's goal has been set at 100% of our families to be adopted**

We anticipate approximately 300 families across the Region will participate in this year's program. Please help us to ensure **no child goes without this holiday season.**

For more information on the Adopt-A-Family Holiday Program contact Barbara Hull at 576-0540 ext 3160 or by email at barbara.hull@facswaterloo.org. 


Family Fun Fest (cont)

"This year is a celebratory one. The campaign goal of \$200,000 will mean that over \$1 Million dollars has been raised in this community to support important opportunities for vulnerable children in this community; including camp, tutoring, recreational sports, even scholarships for youth who have beat the odds. We have planned a full day of family-centred activities to mark this special occasion. We hope that families across the region will join us." The public is encouraged to join in on the fun by visiting both events. Gifts to the Tree of Hope Campaign can be made at any Waterloo Region TD Canada Trust branch (Account # 5201667 branch 0067) or online at www.facswaterloo.org. 



'Deck the Walls' with paper **Trees of Hope** is a fun and interactive fundraising activity

launched in 2003 by local retailers looking for a way to make a difference in a vulnerable child's life. Last year over twenty retailers across Waterloo Region decked their walls, windows, and counters with paper Trees of Hope raising \$7,000 to send less-advantaged children to camp, post secondary education, or even just skating lessons—life enriching activities for which there is no funding. This activity is now an important part of our larger **CHYM FM Tree of Hope**.

Please visit one of our '**Deck the Walls**' retailers listed between **November 27 to December 17** to get your paper Tree of Hope today. 

Deck The Walls with Trees of Hope



Beyond Allusion, Fairview Mall
Cambridge Ice Centre
Esso-River Road Car Wash
Fairview Customer Care Centre
Hallmark, Cambridge Centre
Hobby & Toy Central
J&D Systems
Kodiak, St. Jacobs
Naturalizer, Cambridge Centre
Rags To Riches, Cambridge Centre
Shoppers Optical, Cambridge Centre
Smitty's Fine Furniture
St. Francis Catholic School, Cambridge
St. Matthews Catholic School, Waterloo

St. Patrick's Catholic School,
Kitchener
Waterloo Public Library
Kitchener Public Library
Yogun Fruz, Cambridge Centre
Nordia

