



## **10<sup>th</sup> annual “Ride for Kids” shifts into high gear**

Record funds raised for three local charities, despite economic downturn

**CALGARY** – It’s no secret that charitable giving has hit a bump in the road lately. With the city still reeling from the economic downturn, raising much needed funds has been exceptionally difficult for nonprofit groups this past year. Groups across the city are reporting drops in corporate and individual donations, and fundraising events that reach their goals are a rarity. Amid this financial upheaval, a small but unswerving annual biking event conquered the uphill challenge.

The “Macleod Dixon Ride for Kids” is an annual bike ride event that challenges participants to cycle from Jasper to Banff via the famous Icefields Parkway, covering 290 kilometres, 2,100 of elevation gain and 1,700 metres of descent. The event raises money every year for local nonprofit organizations that work with our city’s youth. This year’s event saw 32 riders raise over \$116,000 in total – a record breaking \$16,000 more than the 2008 Ride for Kids event. Four local youth initiatives will benefit from the efforts: Child & Youth Friendly Calgary, the YMCA Strong Kids Campaign, the YMCA Growing Strong Together Campaign, and the Calgary Inter-Faith food Bank’s Macleod Dixon Milk for Teens Program.

“I am happy to say that Macleod Dixon, and sponsor Canadian Wealth Management Société Générale, covers all expenses on the Ride for Kids so that all of the pledge money raised by the cyclists goes directly to youth programs in our city,” explained Steve Leiti, the organizer of the annual event and a partner with Macleod Dixon, “Thanks to the help of our enthusiastic riders, volunteers and partners, the 2009 ride was our most successful to date. We’re already looking forward to another great ride in 2010.”

Leiti’s support of youth in our community is an example of the generous spirit that exists in Calgary. “For ten years in a row, Steve and Macleod Dixon have generously supported our organization through this event, and we are truly appreciative,” said Penny Hume, Executive Director of Child & Youth Friendly Calgary (CYFC), “Even in these difficult times, they came through for our city’s youth. It’s a living example of the sense of responsibility to our community that we aim to empower in our youth every day.”

For more information about CYFC programs, please call (403) 266-5448 or check their website at [www.cyfc.ca](http://www.cyfc.ca).

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**Child & Youth Friendly Calgary**

Child and Youth Friendly Calgary is a non-profit organization based on the firm belief that young people who experience being contributing members of society will become adults who have a sense of ownership and a responsibility to their community. Our purpose is to “lead in providing meaningful opportunities for young people to contribute to our community.”