



MEDIA ADVISORY



ROSS REBAGLIATI TO HELP KICK OFF THE 2009 WALK FOR KIDS HELP PHONE IN KELOWNA



Kelowna, March 23, 2009 – For Immediate Release - On Thursday, April 2nd 2009, the Thompson/ Okanagan Chapter of Kids Help Phone will host an evening reception to officially launch the fundraising initiative of the 2009 Walk for Kids Help Phone in Kelowna on Sunday, May 3, 2009.

The evening will feature an appearance by **Ross Rebagliati**; the first ever Olympic gold medalist in snowboarding. Ross is an active participant in events that benefit the lives of children. Kids Help Phone is looking forward to his participation in this kick-off event.



The reception will also feature presentations and refreshments – including a special award presented to the top fundraiser from the 2008 Walk.



The annual Walk for Kids Help Phone is the major fundraising initiative for Kids Help Phone. This helps keep Kids Help Phone's professional counsellors available for kids in our region and across Canada 24/7. **In 2008, Kids Help Phone helped children and youth in need from communities in the Thompson/ Okanagan Region more than 32,000 times through its phone and online services.** This was a significant increase from 2007.



Last year walkers in Kelowna raised over \$15,000 to help keep Kids Help Phone's professional counsellors available for the children and youth who reach out of help. This year, through awareness, community support and participation they hope to double that amount.



What: A reception to kick off the 2009 Walk for Kids Help Phone in Kelowna

When: Thursday April 2, 2009 from 5:30 - 7:00 PM

Where: BMO Branch at 1141 Harvey Avenue

Who: Walk for Kids Help Phone & Ross Rebagliati



About Kids Help Phone:



2009 marks Kids Help Phone's 20th Anniversary. For the past two decades, Kids Help Phone has been at the forefront in providing help and hope through its phone and web counselling services, earning the respect and trust of kids across Canada. When young people feel like there's nowhere to turn, when parents, schools and social services are unavailable, closed, backlogged or simply not accessible for any reason, Kids Help Phone is there. Young people know that when they reach out to Kids Help Phone, any time of the day or night, they'll be connected with a professional counsellor who can provide immediate, kid-friendly insight, help and direction on a wide variety of issues relevant to youth.



For more information, please contact:



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