

NEWS RELEASE FOLLOWS:

IMMEDIATE

ATTENTION COMMUNITY AND BUSINESS EDITORS

EASTER SEALS DROP ZONE

On September 18, 2009 in Halifax, an expected 70 participants of Easter Seals Drop Zone will rappel 23 stories from the top of 1801 Hollis St (at Hollis and Duke) in support of Nova Scotians with physical disabilities.

The Easter Seals Drop Zone is a National fundraising event sponsored by CREIT and NUTRALITE, taking place all across Canada in the following cities: Calgary, Edmonton, Saskatoon, Regina, Montreal, Vancouver, Victoria, Winnipeg and Halifax.

In its 6th year in Halifax, the Easter Seals Drop Zone is Nova Scotia's most unique and exciting special event, offering participants the once in a lifetime experience to rappel down a 23-story building in downtown Halifax. In order to take the Drop Zone Challenge, community minded individuals from all over the province raise a minimum of \$1500.

RAT (Remote Access Technology) trains and supervises the safe rappel of all participants. Participants are required to attend a 2-hour safety training session prior to their rappel on September 18.

Local celebrity rappellers include Z103.5 hosts K8 and Sarah P rappelling as part of their Charity Challenge, and Global Maritimes anchors Tarek Hagamad and Carla Bosacki.

Spectators are invited to watch from the sidewalk at Hollis and Duke as participants rappel. Live streaming of rappellers will be online at www.thedropzone.ca and at www.easterseals.ca. Eastlink Magazine Monday evening September 21 at 7pm will spotlight Easter Seals Drop Zone.

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For further information please contact Erin Laende at (902) 453-6000 x 231, e-mail dropzone@easterseals.ns.ca, visit www.easterseals.ns.ca and www.thedropzone.com.

100 percent of all money raised by Easter Seals Nova Scotia stays in our province for programs and services for Nova Scotians with physical disabilities in areas of active living, assistive devices, and family and community support.
