



**NEWS RELEASE FOLLOWS:**

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**IMMEDIATE ATTENTION COMMUNITY AND BUSINESS EDITORS**

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EASTER SEALS DROP ZONE 2010

**On September 18, 2010 (Rain Date in effect) in Halifax**, an expected 40 participants of *Easter Seals Drop Zone* will rappel 23 storeys from the top of 1801 Hollis St (at Hollis and Duke Streets) in support of Nova Scotians with physical disabilities.

In its 7<sup>th</sup> year in Halifax, the *Easter Seals Drop Zone* is a special fundraising event of Easter Seals Nova Scotia. In order to take the *Easter Seals Drop Zone Challenge*, community minded individuals from all over the province raise a minimum of \$1,500 each.

All money raised through this event stays in Nova Scotia in support of Easter Seals Nova Scotia's programs and services for children, youth, and adults with physical disabilities in areas of Active Living, Assistive Devices, and Family and Community Support. In 2009, this event raised \$124,000 in Nova Scotia.

The *Easter Seals Drop Zone* is a National fundraising event sponsored by CREIT and Amway, taking place across Canada between August 31, 2010 and October 8, 2010 in the following cities: Charlottetown, Calgary, Edmonton, Montreal, Ottawa, Saskatoon, Regina, Vancouver, Victoria, Winnipeg and Halifax. In 2009, the *Easter Seals Drop Zone* raised a record breaking \$950,181 for Easter Seals across Canada.

RAT (Remote Access Technology) trains and supervises the safe rappel of all participants. Participants are required to attend a two-hour safety training session prior to their rappel on September 17.

Spectators are invited to watch from the sidewalk at Hollis and Duke Streets as participants rappel.

Other fundraising events of Easter Seals Nova Scotia this fall include: the *Zip Zone* where participants rappel the Macdonald Bridge on October 2, and the *Adventure Challenge*, a high-tech team treasure hunt on October 16. Registration for these events is still open online at [www.easterseals.ns.ca](http://www.easterseals.ns.ca).

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For further information please contact Erin Laende at (902) 453-6000 x 231, e-mail [e.laende@easterseals.ns.ca](mailto:e.laende@easterseals.ns.ca), visit [www.easterseals.ns.ca](http://www.easterseals.ns.ca) and [www.thedropzone.ca](http://www.thedropzone.ca).

Easter Seals has operated in Nova Scotia since 1931. Easter Seals Nova Scotia has been previously known as the Abilities Foundation of Nova Scotia.

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