

NEWS RELEASE FOLLOWS:

IMMEDIATE ATTENTION COMMUNITY AND BUSINESS EDITORS



EASTER SEALS NOVA SCOTIA'S ZIP ZONE - RAPPEL THE MACDONALD BRIDGE!

September 27, 2010

Dartmouth, NS – On October 2, 2010 (Rain date: October 3), a group of 30 elite fund raisers will step out of their comfort zone for Easter Seals Nova Scotia's *Zip Zone* sponsored by Halifax Harbour Bridges (HHB). *Zip Zone* participants raise \$3000 for Easter Seals Nova Scotia to rappel from the top of the Macdonald Bridge Dartmouth Tower to the pedestrian sidewalk.

"We are excited to host this unique event that is a first for Halifax and for Halifax Harbour Bridges," says Steve Snider, General Manager and CEO of Halifax Harbour Bridges. "I am also stepping out of my comfort zone by participating in *Zip Zone*. It's hard to believe in 15 years at Halifax Harbour Bridges, one thing I haven't done is rappel from the top of the tower to the sidewalk. Now I can cross it off the list," he adds.

Zip Zone is inspired by sister event, the Easter Seals Drop Zone that took place this year on September 18 at 1801 Hollis St. in Halifax. Thirty-seven participants rappelled 23 storeys down this building. This marked the 7th year the Easter Seal Drop Zone event has been held in Halifax as part of Easter Seals Canada-wide fundraising event.

"Each *Zip Zone* participant must raise a minimum of \$3000 in pledges that funds Easter Seals Nova Scotia programs for Nova Scotian children and adults with physical disabilities," says Elizabeth Murphy, Director of Development at Easter Seals.

"Sunday October 2nd is also a community event held at the Macdonald Bridge with a BBQ taking place in the parking lot throughout the day from 11am to 2pm," says Murphy.

Participants in the *Zip Zone* are trained by RAT (Remote Access Technology) staff at a two-hour training session prior to the event as well as a refresher training on October 2 just before their rappel.

All money raised by the *Zip Zone* funds Easter Seals Nova Scotia programs for Nova Scotian children and adults with physical disabilities that include camp experiences, job skills training, and providing mobility and assistive equipment. All proceeds go directly to these programs.

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About Easter Seals Nova Scotia

Easter Seals Nova Scotia is a non-profit and leading health service organization that has operated in Nova Scotia since 1931. Easter Seals Nova Scotia has been previously known as the Abilities Foundation of Nova Scotia. Easter Seals Nova Scotia does not hire outside fundraisers.

About Halifax Harbour Bridges

With annual traffic volume of more than 33 million crossings and annual revenue of more than \$24 million HHB's mission is to provide safe, efficient and reliable passage at an appropriate cost.

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