



Media release

October 16, 2017

HASTINGS AND PRINCE EDWARD - The Give Where You Live (GWUL) tour blew away all expectations during its first tour through the region.

With money from sponsoring schools and students still coming in, as it stands right now the effort has brought in upwards of **\$20,000** - which is double the initial \$10,000 goal of the tour. All of the money will be used to support local kids attending Camp Trillium's OuR Island, which is located off the shores of Wellington in Prince Edward County.

GWUL is community fundraising effort organized through the volunteer efforts of police officers from local Ontario Provincial Police detachments and the Belleville Police Service.

Over the course of four days from October 10, 2017 to October 13, 2017 police officers and teams of community volunteers cycled 12 schools across Hastings and Prince Edward counties to play host to special assemblies that include ice-cream eating contests, music and fun.

The aim of Give Where You Live is to engage local elementary students in a fun, interactive introduction to impacting their local communities through charitable fundraising and volunteerism. This year the program is directing all funds raised to Camp Trillium's OuR Island, which is located off the shores of Wellington in Prince Edward County.

During the weeks before the tour arrived, students took home pledge forms for the event. In addition, sponsor Reid's Dairy held a milkshake campaign in which the proceeds from all looney shakes sold benefited GWUL. As well, on the final day of the tour a charity BBQ supported by M&M meats brought in a substantial donation.

Support for the program was unwavering from local businesses, namely **Canadian Tire Belleville, Reid's Dairy** and **Bayview Auto** and **Bullet Signs and Graphics**. As well, M&M Meats assisted with the BBQ at Canadian Tire, as did Extreme Rush, which brought in a rock wall for entertainment.

For more information about Give Where You Live, visit gwul.ca.

For more information about OuR Island, visit camptrillium.com/ourisland/