



**\*\*\*MEDIA RELEASE\*\*\***  
FOR IMMEDIATE RELEASE  
August 24, 2007

## **WINNIFRED STEWART VOLUNTEER LEAPS FOR CHARITY**

*Edmonton youth attempts to set world record for bungee jumping 24 hours straight at WEM.*

**Edmonton, AB** – Fundraising can take your breath away, not just by how much you raise but by how you raise it. For example, take Peter Churney, a 17-year-old high school student, and also a volunteer for Winnifred Stewart Association. He's willing to bungee jump indoors at West Edmonton Mall for an entire day to help his favourite charity raise some funds.

Peter first told Larry Smook, Chief Executive Officer of Winnifred Stewart Association, in early October about his plans to set the world record for Indoor Bungee Jumping for 24 consecutive hours at West Edmonton Mall. "Peter wanted to turn his record-setting feat into a fundraising event for the Winnifred Stewart Association but didn't have any idea how to go about this and turned to us. We were glad to hear that he was setting high goals for himself but also that he was going to have some fun with it. The fact that he wanted to include us in the fun just shows how dedicated this young volunteer is to his community."

Since June Peter had been hard at work planning and spreading the word about his bungee jumping event. The feat is so unique it immediately captured the attention of the people at the Guinness Book of World Records and more importantly, their support to help make this event a reality. Peter's breath-taking day has been set for November 8<sup>th</sup> and 9<sup>th</sup> at West Edmonton Mall's World Waterpark. All are invited to cheer Peter on starting at noon, Wednesday, November 8<sup>th</sup>, 2006.

Proceeds from this larger-than-life event will go towards various Day Services programs offered by Winnifred Stewart Association in areas such as competitive employment, supported employment, recreation and leisure and volunteerism. Peter's employer, Centre of Gravity, has offered to donate the tower from which Peter will jump for the 24 hour time period. Centre of Gravity is also accepting donations at their kiosk for Winnifred Stewart Association for that day and displaying the association's brochures.

### **WINNIFRED STEWART ASSOCIATION BACKGROUND:**

The Winnifred Stewart Association (WSA) has been enhancing the quality of lives for people with developmental disabilities since 1953. Today, the WSA is an innovator in working with aging adults with developmental disabilities. Over the course of their adult life, clients and their families benefit from WSA's customized programs designed to meet the diverse and changing needs of people with developmental disabilities. The Winnifred Stewart Association's core programs include:

- Residential services
- Recreational and leisure programs
- Competitive and supported employment

### **CONTACT INFORMATION:**

Nichole Jordan  
Volunteer & Special Events Coordinator  
Winnifred Stewart Association

Phone: (780) 453-6707  
Fax: (780) 453.6709  
Email: [nihcolej@winnifredstewart.com](mailto:nihcolej@winnifredstewart.com)  
Website: [www.winnifredstewart.com](http://www.winnifredstewart.com)