

# MEDIA RELEASE

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FOR IMMEDIATE RELEASE

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## WINNIFRED STEWART VOLUNTEER LEAPS TWICE AS HIGH FOR CHARITY

*Edmonton Youth Attempts to Break Own World Record for Bungee Jumping*

**Edmonton, AB** –On November 5, 2007, 18-year-old Winnifred Stewart Association volunteer Peter Churney plans to take his fundraising to greater heights. Just one year ago, Peter successfully broke the Guinness World Record for the most indoor bungee jumps completed in a 24-hour period at West Edmonton Mall while raising funds for his favourite charity. He hopes to break a new indoor bungee jump record for the most jumps again this year while raising funds for the same charity, Winnifred Stewart Association (WSA).

When he made the attempt for the first time last fall, Peter's feat captured the attention and support of the people at the Guinness Book of World Records, which helped turned the event into a success. As the current record holder in this category, Peter's dual accomplishment consists of 106 completed jumps and \$450 in raised funds. For his second attempt, he has set his goals even higher; he plans to double his number of jumps and raise a whopping \$2,000. "I've learned a lot from my jumping experience last year, so I should have no problems completing the number of jumps," says Peter. With a new pulley system and a personal goal to jump for the entire 24 hours, Peter believes others will have a hard time trying to beat his record.

A unique twist has been added to the fundraising this year to help encourage donations. Winnifred Stewart Association's CEO, Larry Smook, will kick off the record attempt with a jump of his own, if the \$2,000 is raised. "Peter has been an amazing inspiration and a great role model. He has reminded me that it's never too late to challenge myself or try something new. I wanted to do something just as big to show my support for his tremendous efforts. It sure doesn't get any bigger than this for someone my age!"

The public is invited to join Peter and WSA on November 5, 3 pm, at West Edmonton Mall's waterpark to witness the commencement of this unforgettable attempt. The countdown to the conclusion of this bungee jump event is set to occur at 3:30 pm the following day.

Proceeds from this larger-than-life event will go towards the construction of a Feng Shui memorial garden that will allow WSA clients and families a place to reflect on the past and experience a peaceful setting. Center of Gravity, has once again kindly offered to donate the tower and equipment from which Peter will jump for the 24-hour time period. Donations in support of the event can be sent to the Winnifred Stewart Association.

**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 and work opportunities.

**CONTACT INFORMATION:**

Nichole Jordan, Volunteer & Special Events Coordinator  
Winnifred Stewart Association  
Phone: (780) 453-6707, Fax: (780) 453.6709  
Email: [nicholej@winnifredstewart.com](mailto:nicholej@winnifredstewart.com)  
Website: [www.winnifredstewart.com](http://www.winnifredstewart.com)