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FOR IMMEDIATE RELEASE

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Media Release

Cruisin' Down the Crescent Supports Kids with Special Needs

Children with special needs from across the province will benefit from **Cruisin' down the Crescent**, which is being held Sunday June 14th, 2009. This 13th annual fund-raising event for the Children's Rehabilitation Foundation brings children, families, staff, and our community together to improve the lives of children who have special needs.

Over 500 people are expected to participate in the walk, cycle, roller blade, wheelchair roll or stroller ride from the Rehabilitation Centre for Children (RCC) grounds to the gates of Assiniboine Park and back. Cruisers are actively raising pledges to purchase equipment children need to live the happiest and fullest lives possible.

Many children and families who receive or have received equipment and services from the Foundation and Centre are participating in Cruisin' as an opportunity to give back to other children.

In addition to the great scenery on Wellington Crescent, participants will enjoy music, games and be able to purchase tickets for great prizes in the Rainbow Auction. Special equipment for children with disabilities will be on display and available for trial.

Two special presentations will take place after the cruise at approximately **11:00 am**:

- RBC Foundation will make a presentation of \$5000 to the Foundation for having over 50 of their employees involved in this year's event.
- For the 12th year in a row, Freedom Concepts will present one of their specialized custom built bikes to a Manitoba school. This year Robertson School in Winnipeg will receive the bike which will be used by numerous children for their mobility, exercise, school programming and leisure.

Funds raised at the event are used for individual children's equipment needs, assessment and treatment equipment for the Rehabilitation Centre for Children, and pediatric research. Over 22,000 children's visits occur to the Centre every year. Children with conditions such as cerebral palsy, spina bifida, amputations, neurological disorders, feeding disorders and autism, to name a few, are seen at the Centre.

Please join us for an inspiring and exciting day as we help to celebrate the success of children and their families who, with support from our community, are able to live with the most ability in their lives!

Event Date: Sunday June 14th, 2009

Venue: Rehabilitation Centre for Children, 633 Wellington Crescent

Registration opens: 8:00 am Start time: 9:00 am

Presentations: approx. 11:00 am

For more information and to confirm which representative will cover the story please contact:

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