



FOR IMMEDIATE RELEASE

Press Release

August 5, 2010

42 DAYS. 10 FRIENDS. 1 DREAM.

THE CENTRE FOR DREAMS EMBARKS ON A NEW PROJECT

Markham, Ontario—The Centre for Dreams anxiously waits to begin raising funds for a much needed new location.

Project 101010 is dedicated to raising \$300,000 towards a down payment for our Build a Dream Campaign. The concept is simple: ask 10 friends to donate \$10.00 and encourage those 10 friends to ask their friends etc. It will literally take 10 seconds to ask each person, but the impact is huge!

Project 101010 will launch on August 30th, 2010 until October 10th, 2010 running for exactly 42 days (*Fun Fact: 101010 in binary code equals 42, hence the amount days we have set to raise our goal!*)

“Though it is a daunting task at hand – we truly believe that when one door closes, another will open especially with our amazing members, donors and community supporters who continually embrace our cause.” says Michelle Del Carmen, Director of Operations at The Centre for Dreams.

At The Centre for Dreams, we cannot stand the thought of turning away individuals who need our services simply because we do not have room to accommodate them. Because of the increasing need for assistance in the York Region community, The Centre for Dreams is committed to expanding our facility so that we may fully serve the needs of our community's citizens who are living with a developmental disability.

The Centre for Dreams is relying on the community. If you wish to donate online or purchase an exclusive Project 101010 bracelet in support of our campaign, please visit our website at www.dreamsinc.ca. Every donation, no matter what size, is greatly appreciated and will be put to excellent use. Thank you in advance for your willingness to support the efforts of DREAMS and make a difference in our community.

T - Together we can make dreams come true: The Centre for Dreams is a day program for adults with intellectual challenges, whereby it is our goal to provide our members with a dynamic and interactive program providing life skills, social skills and vocational training.

E – Embracing our differences and letting go of judgement: It's about empowering our members to become independent, dignified & respected individuals within the community. We focus on their abilities rather than their dis-ABILITIES to reach their goals and dreams.

N – Not their choice, but ours: By joining this unique and simple project, you have the ability to make a HUGE impact on our members. Project 101010 is a great opportunity to be a leader in your community and help us reach our dreams!

For more information about the campaign or to donate please visit www.dreamsinc.ca or contact:

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