



The Rotary Club of Yellowknife  
"Service Above Self"

## MEDIA RELEASE



**For Immediate Release**

**Photo Opportunity**

### **Revving Up for Rotary Radio Days** *CJCD Radio Donates Air Time for Rotary Club Fundraising*

YELLOWKNIFE, NT – January 23, 2007: Each year, CJCD/ Mix 100 Radio surrenders their station over to the Rotary Club of Yellowknife to lend support to a one-day marathon fundraising drive. Rotarians sell, prepare and produce the advertising, then operate the radio station for the day. This event attracts considerable public attention and is perhaps the largest, single fundraising initiative organized by the club.

"CJCD radio has been a tremendous supporter of both the Rotary Club of Yellowknife and the community, and without Eileen Dent, general manager of the station, and her staff, this event would not be possible," said Ken Woodley, Rotary Radio Days Chair. "Their donation of the station last year, and the advertising sales generated through this campaign, provided funds for our charitable giving in the amount of \$22,000."

Through this outpouring of community support, the Rotary Club of Yellowknife is able to undertake a number of local and international projects, some of which include the new Rotary Park, the Kids Ahead Program, the "Reading Buddies" Kids Ahead Literacy Program, Polio Plus and Wheelchairs to Mexico. Rotary also uses club funds to sponsor such community events as the Canada Day Parade, Rotary Northern Experience and the Avens Seniors' Bingo, along with a

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foreign youth exchange program and other youth oriented programs such as Adventures in Citizenship and Rotary Youth Leadership programs and scholarships.

This year, the Rotary Club of Yellowknife takes over the airwaves on Tuesday, February 27<sup>th</sup>. In the meantime, Rotarians are revving up advertising sales in preparation for the big day. Four, 30-second advertisements can be purchased for only \$200, with an additional spot thrown in for those who prepay. Once again, Rotary Radio Days promises to be a good time, so be sure to put the fun in fundraising by contacting a Rotarian or the Rotary Club of Yellowknife and purchase your ad. Local businesses are sure to benefit from this event, all the while benefiting the community. For more information, please contact Ken Woodley at 445-9900 or through the Rotary Club website, <http://www.clubrunner.ca/CPrg/Home/homeC.asp?cid=490>.

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Rotary International is a worldwide organization of business and professional leaders, providing humanitarian service, encouraging high ethical standards in all vocations, and helping to build goodwill and peace throughout the world. Approximately 1.2 million Rotarians belong to more than 32,000 clubs in more than 200 countries and geographical areas.

The main objective of Rotary is **service**—in the community, the workplace, and throughout the world. Rotarians develop community service projects which address many of today's most critical issues—such as children at risk, poverty, hunger, the environment, illiteracy, and violence. Rotarians also support programs for youth, educational opportunities and international exchanges for students, teachers, and other professionals, as well as vocational and career development. The Rotary motto is ***Service Above Self***.