

Media Release

For Immediate Release
June 3, 2010

KUCSC Announces First Annual Fundraising Campaign *King's for Community Campaign*

LONDON, ON – The King's University College Students' Council is excited to announce the launch of their first annual King's for Community Campaign. Complimentary appetizers will be served at Jim Bob Ray's in celebration for the launch followed by an introduction to the campaign.

The King's for Community Campaign will be an annual fundraising initiative put on by the KUCSC aiming to support local charities in the London Community. The campaign will raise money throughout the school year through various events and initiatives that will all be centralized to the one fund. In addition, the King's newly launched King's Connection store, formerly known as the Pro Shop will be donating 25% of its revenues each year to the campaign. Individuals purchasing merchandise from The King's Connection will now not only be able to get it at reasonable prices, but will also have the well-being knowing that their money is going to more than just the store's bottom line. The campaign's fundraising goal for this year is \$20,000

“The goal of the King's for Community Campaign is to provide a more unified fundraising initiative for King's students to put their support behind,” stated KUCSC President Barshan Quadry. “In the past, fundraising initiatives have been scattered and inconsistent, we believe the King's for Community campaign is a more innovative approach to the traditional charity model.”

The festivities will begin at 7:30pm at Jim Bob Ray's on Friday June, 10th. All from the King's and Western community are welcome to attend. The KUCSC is looking forward to hosting this event and building stronger relationships across the entire campus.

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