

# NEWS RELEASE

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FOR IMMEDIATE RELEASE

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## **Triathlon of Compassion Raises \$14,000 for the Women's Sexual Assault Centre**

VICTORIA – The Women's Sexual Assault Centre recently received a pleasant surprise when members of the Runners of Compassion, a local charitable organization, donated \$2,000 to the Centre as a result of the Triathlon of Compassion that was held at CFB Esquimalt in July. At the same time, the Centre learned of an anonymous donor who matched the \$1,800 in pledges that were raised via athletes' personal fundraising websites at GiveMeaning.com.

“These two donations were completely unexpected and brought the total amount raised for the event to over \$14,000,” said Sandy McLellan, Executive Director at the Women's Sexual Assault Centre. “We provided services to over 2,500 people in the Greater Victoria area this past year and the financial support of the community and donations such as these are integral to the work that we do.”

Runners of Compassion, along with Frontrunners staff and a core group of volunteers, organize the annual fundraising event that attracts over 200 athletes. This year saw the addition of the Project Respect Youth Race for 10- to 15-year-olds and, at the other end of the spectrum, 80-year-old former athlete and Women's Sexual Assault Centre supporter, George Ferdinands. George spent the race reclining in a donated La-Z-Boy recliner and raised over a \$1,000 via his personalized website at GiveMeaning.com. It was George's participation that prompted the matching donation from an anonymous donor.

“When we received the cheque from the GiveMeaning Foundation, I thought there had been a mistake,” said Tracy Lubick, Resource Development Officer at the Centre. “It was then that I learned of the matching pledge. George's support, as well as that of the Runners of Compassion, is an excellent example of the philanthropic spirit that characterizes the Victoria community. This generosity and passion allows us to continue to provide hope to survivors of sexualized violence.”

Next year's Triathlon of Compassion will take place on Sunday, July 15, 2007 at CFB Esquimalt. Contact 383-5545 for more information.