



NEWS RELEASE

Sheraton Celebrity Dance Off 2017: Community Update

Friday, March 10, 2017

Red Deer, Alberta The Sheraton Celebrity Dance Off 2017 Cabinet wishes to provide an update to Central Alberta on this year's event. Following are thoughts from the different partners in this year's dance off.

Sheraton Celebrity Dance Off 2017 (SCDO) Co-Chair Christine Moore shares; "From the SCDO inception, there has been a dream that more than one organization would work together, that we could bring more awareness to great causes, that we could all learn more about each other and work together. That's the beauty of community. This year our dream came true!"

She adds; "We selected our two partners because of their strengths and shared vision. It's a unique situation because we have 30 years of history, of hard work serving the community in the Central Alberta Sexual Support Assault Centre (CASASC) , combined with the vision of something better for Central Alberta in the Child Advocacy Centre (CACAC), both organizations embracing a shared vision to serve vulnerable children and families.

From a logistical side, it's made our event bigger because we have the supporters of both organizations, and we have engaged another city, Calgary, with three of our Celebrity Dancers. They have brought a whole wealth of support, in fundraising and participation, and in building awareness for our causes. It has definitely raised the profile of our event! We've made many new friends in Calgary."

On ticket sales, Christine says; "For many good reasons we have gone from our usual cap of 800 tickets to seating over 1000 guests on the night and we have a waiting-list. We are of course very pleased to accommodate everyone and the fire chief has approved it all!"

CACAC CEO, Mark Jones, notes; "A dream for several Red Deer community members is coming to fruition. The CACAC and its member partners, Child and Family Services, Alberta Health Services, First Nations Tribes, RCMP and Alberta Justice are meeting and have



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already begun defining a Memorandum of Understanding on how we will work together to best serve abused children in Central Alberta.

Using the Sheldon Kennedy Child Advocacy Centre's as our model for integrated services, and with the help of the SKCAC staff in Calgary, the Red Deer coalition has now given way to the first ever Board of Directors of CACAC."

CASASC Executive Director Patricia Arango tells us;" Our agency's 30 years of experience combined with our team of professionals made this partnership a perfect fit for our families. Teaming up with the SCDO 2017 brought significant awareness to both causes and it was a strong kick-start to our capital campaign. The outpouring of support from the community for the SCDO 2017 and into the future is beyond our wildest dreams!"

Moore reminds everyone; "Although we are sold out of tickets, there are many opportunities to support the Celebrity Dancers online (celebritydanceoff.ca). There are a few sponsorship opportunities available by calling Nadine George at 403.340.1124. We also have two great raffles, a luxury holiday on Myrtle Beach, South Carolina and an Exclusive Luxury Golf Experience at Sherwood Country Club, California."

The Sheraton Celebrity Dance Off 2017 will take place on **Friday, April 7, 2017** at the Sheraton Red Deer Hotel.

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Volunteer Cabinet: Dru Bouteiller, Natalie Brooks, Jeanne Davis (Co-Chair), Christine Moore (Co-Chair), Jennifer O'Shea, Gea Phagoo, and Duane Rolheiser, Tina Wasik

Central Alberta Sexual Assault Support Centre: Patricia Arango, CASASC, Executive Director, Nadine George, CASASC, Project Lead, Suzanne Thomson, Board Member

Central Alberta Child Advocacy Centre: Terry Loewen, CACAC, Chair, Mark Jones, CACAC, Co-Chair, Cassandra Galenzoski, Project Lead

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