



Media Release

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Youth Helping Youth - Algonquin College Event Management Students donate \$44,111.00 to the Children's Wish Foundation

Students in the Algonquin College School of Hospitality and Tourism Event Management one-year graduate certificate program have raised \$44,111.00 for the Children's Wish Foundation through a fundraising campaign entitled 'Creating Magic'. On April 17, the Children's Wish Foundation visited Algonquin College's Woodroffe Campus to thank the students and receive the donation.

"It is great to see our students excel at this project and work so hard to give back to the community," says Dave Donaldson, Executive Dean, Faculty of Business and Hospitality. "With this donation students in the Event Management program have been able to grant wishes for deserving children. The College is very proud of what they have achieved through this project."

As part of the Event Management program, students held several fundraising events from February to April and donated the money raised to the Children's Wish Foundation. The planning process for these events began in September when students held brainstorming sessions, discussion groups, created strategic event plans and decided on which events they would like to host.

"This project is designed to provide students with an opportunity to experience all aspects of planning a successful event from start to finish," says Donaldson. "This hands-on experience is essential to help our students develop the skills they need to establish a career in event management."

"'Creating Magic' has certainly been one of the most exciting partnerships our Foundation has had the privilege to be a part of," says Mike Niebudek, Chairman, CWF Board of Directors. "The students have truly grasped the magic of what a wish means to a child diagnosed with a high risk, life threatening illness; a number of our board members and chapter staff personally attended many of the events and witnessed first-hand the students in action as they showcased our charity to the wider community,"

In the words of Lynn Noel, our Chapter's Fundraising Coordinator, "The students have been a joy to work with; their efforts have created quite a buzz and we are pleased to announce that many of our existing partners and local media have expressed interest in lending their support in future joint efforts of The Children's Wish Foundation and the Algonquin College Event Management Program; which would certainly be a wish come true for our chapter!"

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