

Media Release

May 11, 2011



DAYTONA & FRIENDS RAISE OVER \$50,000 FOR EDMONTON DOWN SYNDROME SOCIETY!

The 15th Annual Spring BBQ Continues to Support EDSS

The Daytona Group of Companies held its 15th Annual Spring Breakout Fundraising BBQ on Saturday, May 7th, 2011 in support of the Edmonton Down Syndrome Society (EDSS) at Bar-B-Que Acres.

Over 600 people were in attendance this year, and this event is one of Daytona's largest fundraisers. With the help of the Daytona staff, trades and business associates this fundraiser with both silent and live auctions, raised more than \$50,000 this year and over \$500,000 to date for EDSS.

EDSS is committed to responding to the needs of individuals with Down Syndrome in all major aspects of their lives; as family members, in their personal pursuits, and as members of our community, ultimately striving to achieve their full potential. They recently celebrated the grand opening of a brand new Centre of Excellence in September of 2010, which provides a functional new space to work and offers several on site programs for their clients.

On behalf of the Daytona Group of Companies, we would like to extend a sincere thank-you to all the volunteers and to everyone for the generous

Tally Hutchinson

President

Daytona Group of Companies

For more information or to schedule an interview with Tally Hutchinson, please contact Jamie Strynadka at: 780.638.4928 or email Jamie at jstrynadka@daytonagroup.ca.