



* FOR IMMEDIATE RELEASE *

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IGNITING CHANGE: 10 New ACE Communities Selected for Support

Edmonton, AB – Another 10 rural Alberta communities have been selected for support that will assist their local leaders in helping their community to become more *Active, Creative, and Engaged*. In each of the 10 communities, a formal presentation will be made to local elected officials by Ian Hill, an internationally recognized humanitarian, social entrepreneur, business leader, and award winning philanthropist. He will address meetings of diverse attendees designed to “ignite” each community as they embark on their collective, collaborative journey to improve quality of life.

“Ian Hill’s visit was the turning point”, says Cathy O’Donoghue a local leader from Irricana who was part of the previous tour. “He helped to stimulate participation with ‘action cards’ where people identified what they wanted to do in the community. Most importantly, it wasn’t just the usual suspects, the community folks who always volunteer and contribute. The community recognized that they needed to do things differently.”

A groundbreaking, first-of-its-kind initiative in Canada, ACE Communities was created by the Alberta Recreation and Parks Association (ARPA) as a community development initiative focused on enhancing the quality of life in rural Alberta. With funding from the Rural Alberta Development Fund, EnCana, CanWest Media, and other corporate sponsors, the four-year, \$5 million initiative has been a comprehensive strategy for strengthening local community leadership, youth engagement, research, and social marketing.

What makes ACE Communities most unique is its focus on a holistic approach and the benefits it delivers to enhance quality of life - strong community networks and leaders, pro-active youth, responsive community initiatives, informed communities, knowledgeable decision-making, and effective, innovative practices.

“We saw this as an ability to grow communities especially in the areas of capacity, leadership and resources - all areas that rural communities identified as being needed,” says Terry Keyko, Managing Director of Rural Alberta’s Development Fund (RADF). “Furthermore, RADF saw the potential to transfer the project’s learnings from their partner communities to other rural Alberta communities. ACE Communities is providing the toolkit to allow communities to grow. We are also delighted to see the partnerships developed with EnCana and CanWest Media who clearly believe in this wonderful initiative.”

The Alberta Recreation and Parks Association (ARPA) is a provincial, not for-profit, charitable organization made up of members committed to building healthy citizens and communities in Alberta through recreation, sport, arts, culture and parks that has been serving Albertans since 1952.

For more information on the ACE Communities initiative or the Alberta Recreation and Parks Association, please visit www.acecommunities.ca or www.arpaonline.ca, or call 780.643.1774.

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Media inquiries may be directed to:

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Backgrounder

ACE Communities Ignite Tour Itinerary (2009)

Date: Monday, November 30th

Location: Entwistle, Alberta

Itinerary:

- 7:00-8:50 am: Breakfast Session for business owners, RCMP, and local organizations at the Entwistle Community Hall
- 5:30 pm: Supper with Elected Officials and Mayor
- 6:30 pm: doors open for Community Meeting
- 7:00- 8:30 pm: Community Meeting at the Entwistle Community Hall

Contacts:

- Tracy Melnyk (tmelnyk@aceleaders.ca; 780.968.8425)
- Marilyn Meisner (mmeisner@aceleaders.ca; 780.968.8888 x 3233)

Date: Tuesday, December 1st

Location: Trochu, Alberta

Itinerary:

- School Speaking Engagements:
 - 9:00 am: grade 5-6
 - 9:40 am: grade 7-8
- 11:00 -11:30 am: Town Council and Mayor meeting
- 11:30 am -1:00 pm: with Chamber of Commerce "Increasing your Triple Bottom Line" at the Trochu & District Community Centre
- School Speaking Engagements:
 - 2:00 pm: grade 9-10
- 6:30 pm: doors open at the Trochu & District Community Centre
- 7:00-8:30 pm: community event "Celebrate, Imagine and Create" with desserts

Contacts:

- Bill Cunningham (bcunningham@aceleaders.ca; 403.442.4328)
- Christine Vokins (cvokins@aceleaders.ca; 403.773.3949)

Date: Wednesday, December 2nd

Location: Chestermere, Alberta

Itinerary:

- 1:00 to 4:00 pm: A professional development workshop from for the Healthy Community Initiative, the Community Services staff, the CRCA staff , Chestermere Regional Community Association, and the Events Planner from the Town, and councillors. Location: Town Council Chambers.
- 6:00 - 8:30 pm: Supper provided at 6:00 pm and the main event runs 6:30 - 8:30 pm
 - Invitees: Town Council, Chairs of the Town Committees, all members of the Recreation Board, all members of the Community Services Board, all members of the Seniors Advisory Sub-Committee, youth from the YELL Youth Council, youth from the Anti-Bullying project, most Community Services Staff, Recreation Centre programming staff, and the community leaders from the sports associations and clubs in town
 - Location: Whitecappers Seniors Centre at the Recreation Centre

Contacts:

- Debbie Myslicki (dmyslicki@aceleaders.ca; 403.272.7170 x 222)
- Laura Brankovich (lbrankovich@aceleaders.ca; 403.207.7065)



Date: Thursday, December 3rd

Location: Nanton, Alberta

Itinerary:

- 12 noon: Lunch with town hall staff and councilors
- 7:00 - 8:30 pm: Community Event at Nanton Community Centre (doors open at 6:30 pm).

Contacts:

- Greg Beauchamp (gbeauchamp@aceleaders.ca; 403.646.2443)
- Tova Place (tplace@aceleaders.ca; 403.601.4227)

Date: Friday, December 4th

Location: Killam

Itinerary:

- 6:00 pm: Parade of Lights
- 7:00 pm: Volunteer Recognition and presentation of ACE award
- 7:30-8:30 pm: ACE ambassador Ian Hill speaks at Killam Legion

Contacts:

- Kim Borgel (kborgel@aceleaders.ca; 780.385.3977)
- Stacey Adolf (sadolf@aceleaders.ca)

ACE Communities Ignite Tour Itinerary (2010)

Date: Tuesday, January 19th

Location: Vulcan, Alberta

Contacts:

- Bonnie Ellis (bellis@aceleaders.ca; 403.485.2554)
- John Seaman (jseaman@aceleaders.ca; 403.485.2936)

Date: Wednesday, January 20th

Location: Longview

Contacts:

- Michele and Tony Geistlinger (mgeistlinger@aceleaders.ca; 403.558.2158)

Date: Thursday, January 21st

Location: Alexis Nakota First Nation

Contact:

- Shannon Alexis (salexis@aceleaders.ca; 780.967.2225 x 241)

Date: Wednesday, March 17th

Location: Innisfail

Contacts:

- Shelley Gagnon (sgagnon@aceleaders.ca; 403.227.3376)
- Heather Fletcher (hletcher@aceleaders.ca; 403.224.7744)



Ian Hill Biography

Humanitarian, Business Leader, and Award Winning Philanthropist, these are some of the words that are often used when referring to Ian Hill. From running a multi-million dollar business operation with over 1000 employees, to spearheading life-changing community projects, to a first of its kind Canadian wide national initiative, Ian Hill has been recognized for being a catalyst for positive change throughout North America.

Ian's latest humanitarian endeavor is Let Them Be Kids, of which he is the founder and volunteer CEO. LTBK is a North American wide project to improve community capacity on the grassroots level while building playgrounds and skate parks in areas of need. In 2009 LTBK partnered with Kraft Canada and its Kool-Aid brand to do 25 projects across the Country. September 12 2009 was Let Them Be Kids Day across Canada and featured thirteen project being done in one day; one in every Province and Territory. After that day over 70 communities across the country will have been a part of this unique effort.

He has been recognized for his commitment to positive change by the National Council for Community and Justice and the Martin Luther King Jr. Commission, which both named him Humanitarian of the Year. The Stand for Children Organization named Ian its Child Advocate of the Year and most recently Canadian business legend Harry Rosen presented Ian with the Adler Business leader's award.