

November 12, 2011

Community supports Whitemud Equine Centre fundraiser gala and auction

Hoofbeats and Heartbeats event launches capital fundraising campaign

Edmonton A ballroom might not seem directly related to a horse stable, but this evening's fundraiser gala and auction in support of WELCA, the Whitemud Equine Learning Centre Association, kicks off a major capital fundraising campaign to support the capital region's public equine centre. The campaign will raise funds for redevelopment of the site's facilities into a world-class centre for equine learning, therapy, recreation and research.

"WELCA is a community resource that needs community support," said Gord Blinston, WELCA Board Chairperson. "The gala is an excellent start to our broader fundraising efforts."

The gala will be held at The Enjoy Centre in St. Albert and includes a sit-down dinner, live entertainment, and both silent and live auctions. Entertainment will be provided by Martin Kerr; Danny Hooper is the event's emcee and auctioneer.

WELCA is a non-profit organization. It is home to a herd of 30 well trained lesson horses, and offers a variety of riding and non-riding programs for people ages six to 65. Its programs benefit many Edmontonians including high-risk youth, aboriginal youth, war veterans, the physically and mentally disabled, and the elderly.

WELCA has been home to the Little Bits Therapeutic Riding Association for persons with disabilities for 36 years. Therapeutic riding offers those children and adults living with mental and physical special needs a fun form of recreation which improves coordination, muscle strength and self-confidence. WELCA partners with therapists specializing in equine-assisted psychology services. Thirty per cent of WELCA riders have special needs.

WELCA has significant opportunities to deliver more programming, but is constrained by poor facilities. Existing facilities are old, stretched to capacity, and need upgrading.

"Major redevelopment to create new facilities for WELCA will enable it to meet the local growing demand for equine education, training and events," says Blinston. "Our goal is to build an outstanding public facility, open to anyone with an interest in horses, which offers high quality horse-related activities."

WELCA is located in the river valley park, along Fox Drive. Edmonton is the only Canadian city with these services so centrally located. It is one of the only places in North America where citizens can enjoy equine programming in a river valley park.

For more information, visit www.welca.ca.

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Background: evening program, sponsors, list of auction donors

Contact:
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Gala Program

- 5:30 Program commences
- Champagne reception with entertainment by Chloe Albert
 - Dinner by A Cappella Catering – Salad Course
 - Honorary Chair – Gail Greenough
 - Main course
 - Gala Co-chair – Sheila Edmonds
 - Dessert course
 - Silent auction closes
 - Presentation/Live auction – Danny Hooper, Emcee
 - Entertainment - Martin Kerr Band
- 12:00 Program ends

Hoofbeats and Heartbeats Sponsors

Gold (\$2000)

KMG Events
IBI Group

Silver (\$1000)

Custom Equestrian
CW Carry Ltd.
Edmonton Hunter Jumper Association
Tollwood Stables Inc
Kingsway Oral Surgery
Fran Olson
OML Construction
Singing Christmas Tree
NAIT
Clareview Guardian Drug Mart
Tudor Tack

Bronze (\$500)

The Plumbing Guys
Edmonton Area/Alberta Dressage Association
Melcor Developments Ltd.
MNP
First Nations (AB) TSAG
Horse Racing Alberta
Jump Alberta
Michael Wilde CA

Auction Item Donors

Arivaca Nature School
Horse Powered Solutions
Robert Bray Photography
Unheardof Restaurant
Tom Finstad, Canadian Snooker Champion
A Capella Catering



Artist, Lewis Lavoie
Volvo of Edmonton
Casa Piazza
Batsch Group
Beautiful Home & Gift Inc.
Bearclaw Gallery
Booster Juice
Boston Pizza
Capri Insurance
Cavalier Equestrian
Chenoa's K9 Club
Cleaning Professionals
Derrick Golf and Winter Club
Edmonton Country Club
Fine Line Jewellers
Flirt Cupcakes
Greenhawk
Jubilee Auditorium
Jolica Jewellery
Kingsway Oral Surgery
KMG Events
Longriders RV Park & Horseback Riding
Partylite
Perugia Salon Spa
Pixie Kitten
Princess Auto
Windship Aviation
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Singing Christmas Tree
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