



NEWS RELEASE

FOR IMMEDIATE RELEASE

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Postal Strike Reducing Vital Funds for Campers

Halifax, N.S. – As Canada Post’s strike continues into a second week, Brigadoon Village is concerned about the impact it will have on next year’s operations. The holiday season direct mail campaign represents a significant portion of Brigadoon’s annual donations – funds that allow children with serious chronic health issues and life challenges attend camp at Brigadoon each year.

“While we respect the labour action rights of the Canadian Union of Postal Workers, our organization is hugely affected by the disruption of mail, especially at this time of year,” says Brigid Savage, Brigadoon’s director of philanthropy. “Traditionally, our holiday direct mail campaign would be underway at this time and generous donations would be flowing in via mail from across Canada during these weeks. These are funds that directly impact the 85% of our campers needing financial aid to attend a life-changing week of camp at Brigadoon.”

Direct mail isn’t just about bringing in much-needed funds for campers, it allows a two-way connection with thousands of supporters across the country. For many donors, especially older adults, direct mail from the organization is part of a long-term relationship with Brigadoon. While there are alternative means of giving online and by phone, for many donors, computer access and/or telephone is complicated by access and accessibility.

“The holiday season is an important one, not only for Brigadoon, but for many charitable organizations. Funds raised this time of year support initiatives throughout the whole year. For those who are able, please find alternative ways to help your favourite charities this season. Your support now is more important than ever,” says Savage. “We are so grateful for the support of thousands of Canadians who help give extraordinary kids a chance to be ordinary at Brigadoon each year.”

For those wanting to support Brigadoon with a year-end gift, please visit www.brigadoonvillage.org to make a gift online or call 1-888-471-5666. Donations made to Brigadoon’s holiday campaign will be matched up to \$20,000 by the Verecan Group of Companies.

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About Brigadoon Village

Brigadoon Village is a non-profit recreational facility located on Aylesford Lake in the Annapolis Valley, Nova Scotia. With our partners, we deliver year-round camp programming to children, youth, and families living with health conditions or other life challenges in Atlantic Canada.

Brigadoon Village is the first facility of its kind in Atlantic Canada and is one of the largest pediatric medical camps in Canada. Brigadoon hosts an average of 15 medically supported camps each summer for youth ages 7-18.

We believe that every child, regardless of the life challenges they face, should have the opportunity to experience camp's transformational and therapeutic effects. That's why we strive to develop condition-specific camps that not only meet the medical needs of our campers but are also the most fun you can pack into a week. Each camp offered at Brigadoon is designed so that children living with the same illness or life challenge attend a camp specifically tailored for those living with their needs.

While at Brigadoon, our campers share experiences and create special friendships with other children going through the same challenges. By providing this environment, the kids who attend Brigadoon no longer feel different or alone because of their diagnosis. Many are meeting others who are just like them for the first time. The opportunity to share and bond with another child who shares the same life challenge is powerfully therapeutic.

Approximately 3,000 children from Atlantic Canada attend camp annually. The funds raised through individual, corporate, foundation and community support help ensure that no child in Atlantic Canada will be turned away due to their financial situation.

Our vision: Giving extraordinary kids a chance to be ordinary.