



News Release

Olds Fashioned Festival of Trees supports Fine Arts & Multimedia Centre

10 December 2008, Olds, Alberta – The Olds Fashioned Christmas committee was pleased to present a donation of \$5011.35 today at Town Office to support the new Fine Arts & Multimedia Centre. This amount was raised at the first-ever “Olds Fashioned Festival of Trees,” held at the Bell eLearning Centre on Saturday 15 November, and represents 40% of the proceeds from the event.

The driving forces behind the Olds Fashioned Festival of Trees were three members of the Olds Fashioned Christmas Committee – Erica Sweetman, Bonnie Giles, and Bibianne Munksgaard, with the goals of the event being to support community initiatives and to nurture community spirit. Many volunteers from the OFC Committee and community were also involved to make this project a reality! Local businesses, corporations and individuals were invited to donate fully-decorated trees in the theme of their choice, with the trees being auctioned off to the highest bidders at a Reception. Throughout the day on Saturday 15 November, over 330 people came to view the trees and cast their ballots for their favourite tree worthy of the “People’s Choice” Award. At 7.30 pm, over 150 people attended the sparkling Reception and Auction, enjoying wine, hors d’oeuvres, a Silent Auction, and the exciting live auction of the 15 theme trees.

The Festival of Trees supports the successful community partnership of Olds Fashioned Christmas, the Town of Olds, the Community Learning Campus, and Chinook’s Edge School Division. Olds Fashioned Christmas hopes to make the Festival of Trees an annual event, with proceeds supporting the Olds Fashioned Christmas Light-Up and equipping the Fine Arts & Multimedia Centre with lighting, drapery, sound and video systems, sets and all of the other items required by a performing arts facility.

Organizer Erica Sweetman says, “It was a huge success and we are so appreciative of the enthusiastic way that everyone in the community got on board with this project. On behalf of Olds Fashioned Christmas, thank you to our sponsors, volunteers, organizers, and to everyone who attended!”

Special thanks to the following for their outstanding example of sharing the Christmas Spirit with others!

- ❖ Champion Cycle / Gristle Boyz, who purchased the Advanced Telecom “Telus Critters” tree and donated it to the Olds Hospital
- ❖ Herbal Magic, who purchased the Quilting Bee “Quilting Tree” and donated it to Sunrise Village Seniors home
- ❖ Olds Exhaust Bay, who purchased the Olds College “The Place to Go Places” tree and donated it to Mount View Lodge Seniors home

Olds Fashioned Christmas is a partner of the Town of Olds, and is a series of community, cultural and recreational events held throughout November and December that is organized and coordinated by a team of volunteers. For more information on Olds Fashioned Christmas, visit the “Olds Fashioned Christmas” page at www.olds.ca.

-30-

For more information:

Rita Thompson, Olds Fashioned Christmas
403.556.6981 or olds-fas@olds.ca
www.olds.ca/ofc.html