

MEDIA ADVISORY

October 15, 2014

For More Information Call: Brenda Reisch
Children at Risk, Volunteer Fundraising Chairperson
cell 613-261-4442, reisch@rogers.com

Halloween Fun!

Local Celebrities Celebrate All Hallows Eve by “Carving for the Cause” October 23-26, 2014

Children at Risk, Ottawa presents their **Nineteenth Annual Celebrity-Carved Pumpkin Contest!!** This popular seasonal fundraising event is being held from **Thursday, October 23 to Sunday, October 26**. For over 35 years, **Children at Risk** (a local charity) has been providing supports to **Autistic children** & their families in the Ottawa Region – filling in “the gaps” in services available through government agencies.

2014 marks **19 years** that enthusiastic and talented local Celebrities, Politicians, Media Personalities and Businesses have been helping to recognize **October as Autism Awareness Month** by carving orange orbs into gorgeous gourds! Veteran Carvers will be challenged by first-timers, with over **100 pumpkins** being transformed in the name of charity!! Participants include **Jill Skinner - Ottawa Police Services, City of Ottawa Mayoral and Councillor Candidates, Ottawa Senators, Ottawa 67's, RedBlacks and Fury, MP's John Baird, David McGuinty & Royal Galipeau**, as well as **MPP's Lisa MacLeod, Bob Chiarelli, Marie-France Lalonde, Madeleine Meilleur & Yasir Naqvi** to name just a few - plus many other local businesses, radio, television and newspaper personalities. Participants compete for the lucky “Top Thirteen” list of carvers for 2014 and a Trophy for the Top Carver!

The pumpkin creations will be on display at **Merivale Mall** after our **Reception at 10 AM on Thursday, October 23** – then additionally at **Carlingwood Shopping Centre, Place d'Orléans and Lincoln Fields Shopping Centre from Friday, October 24 to Sunday, October 26**. Visitors to the Malls can vote for their favourite pumpkin or celebrity by donating spare change. Celebrities have also donated “Prize Packages” for silent auction bidding (on-site & on-line www.childrenatrisk.ca) Our Auction Site this year is with:

VONALITY ONLINE CHARITY AUCTIONS

With the support of the Celebrity Carvers and generous donations from our community, funds raised in the previous **18 years total over \$105,043!** All proceeds will help Children at Risk “fill in the gaps” in publicly-funded Autism services with their Community-Based Special Projects, which include **Camp Kaleidoscope** – our All-Day Summer Camp, Family Support Groups, Information Seminars and Educational Training Workshops. Children at Risk recognizes the importance of supporting the whole family as they cope with the daily challenges of raising an Autistic child. With the funds raised through events like the Celebrity-Carved Pumpkin Contest, these children can be provided with the best opportunities to achieve their maximum potential!

Not being able to speak is not the same as having nothing to say!

Other Participating Celebrities Include:

Carter & Sandra (KISS FM)
West End Academy Beauty School
Brother Bob & Nida (98.5 The Jewel)
Melanie & Cub (93.9 BOB FM)
Jock Climie (CFL Alumni & TSN Analyst)
Joel & Mary Anne (Country 101.1 FM)
101.9 DAWG FM
Dean Brown (TSN 1200)
Derick Fage—"Daytime" & Mr. Hollywood (Rogers TV)
Ian Black, Chloé Fedio & Teri Loretto (CBC)
Lianne, Jeff, Melissa & Sarah (CTV Morning Live)
Jack May Chevrolet, Buick, GMC
The Morning HOT Tub (The New HOT 89.9)
Metroland Media (Kanata Courier & Orleans News)
Shaun Van Allen (Ottawa Senators Alumni)
Maria McRae—City of Ottawa Councillor, River Ward
Stuntman Stu, Angie & Trisha – Mornings (Majic 100 FM)
Pete & Wendy (boom Breakfast) Heather Ray & Dylan Black – (boom 99.7 FM)
Lowell Green, Steve Madely & Shelley Mclean (CFRA AM)
Jen Traplin & The LIVE 88.5 Startup – Katfish, Dave & Amal (LIVE 88.5)
Ottawa Councillor Candidates Keith Egli, Mark Taylor, Jan Harder, Stephen Blais, R. Gordon Jensen,
Penny Thompson, Roger Scharfe, David Abuwa, Jeff Morrison, Andrew Modray, Laura Dudas, Jody Mitic,
Kim Shedrick, Scott Hodge & City of Ottawa Mayoral Candidates Mike Maguire & Darren Wood
Tammy Wagar's AVON, Speedy St. Laurent, Orleans Family Dentistry, Sue's Sweets & Within The Grain,
Ottawa Safety Council, Jim Durrell Capital Dodge, Hilton Garden Inn, Mortgage Brokers Ottawa
Tiny Hoppers Riverside South, Findlay Creek, Barrhaven, Orleans, Kanata North & Bridlewood, Lisa
Zanon-Speech Therapy, Kelly Eelhart's Epicure Selections, Sky High Snow Removal, Wine Kitz Ottawa Iris,
Western Union Business Solutions, Instead of Flowers, Cora's Lincoln Fields, Earl Bullis Awards
Il Paradiso Spa & Strandz Hair Design, Canadian National Institute of Health, Wine Rack Lincoln Fields,
West End Academy Beauty School, PAM's Coffee, Family Harmonies Familiales, Causeway Work Centre
Sylvan Learning, Jennifer Chamberlain—Royal LePage Gale Real Estate, Nyla Bloem Tutus, Molnar Painting
Vito Pilienci, Wayne Scanlan, Joanne Laucius, Lynn Saxberg (Ottawa Citizen)
Doc & Woody and Eric the Intern (CHEZ 106.1 FM)
Bruce Garrioch, Michelle Walters, Tim Baines & Doug Hempstead (Ottawa Sun)
JJ Clarke, Claudia Cautillo, Patricia Boal & Stefan Keyes (CTV Ottawa News)

Photo Opportunity

Celebrities have been invited, to deliver their pumpkin creations to Merivale Mall (Centre Court) at **10:00 AM on Thursday, October 23rd**. Pumpkins will then be divided and transferred to Carlingwood Shopping Centre, Place d'Orléans and Lincoln Fields for Friday, October 24th with voting continuing until 3:00 PM on Sunday, October 26th.

Background -Autism is a lifelong neurological, developmental disorder that now affects **1 in every 88 North American children, with 1 in 54 boys** (boys more than 4 times more likely than girls to have Autism). With a **new case every 20 minutes**, these numbers reflect more children being diagnosed with Autism than with AIDS, Diabetes and Cancer combined! Autism impacts the typical development of the brain in the areas of social interaction and communication skills. Children diagnosed within the Autism Spectrum Disorders are often, without help, unable to speak, relate to others, be aware of dangerous situations and even play appropriately with toys. **Children at Risk** continues to help Autistic children and their families in the Ottawa area - solely supported on fundraising and donations. **Children at Risk** strives to address the gaps in government services for Autism, providing representation and community supports. Responding to the need, we piloted our **1st All-Day Summer Camp in 2011 and increased our spots yet again in 2014, 320% from 2011!** Our Friendship Social Skill Therapy Support Groups help to provide the children with the tools to function in this complex world of communication and social interaction. Parents indicate that often this is the child's first positive social experience! Our Sibling Support Workshops allow brothers and sisters the opportunity to understand their disabled sibling. Our Seminars explore existing and new interventions to provide information for parents, caregivers and professionals. Information and Knowledge can lead to Understanding and Support, assisting children with Autism so as to improve the quality of life for both the child and their family! **Kids – Autism....Let's Help!**