

media advisory

April 20, 2017

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Diefenbaker Chiefs bike for 24 hours to raise money for Alberta Children's Hospital

CALGARY - John G. Diefenbaker High School students will pedal, cycle and spin for 24 hours at the second annual "Ride of the Chief's", a 24 hour Bike-A-Thon in support of the Alberta Children's Hospital.

The 24 hour Bike-A-Thon begins at 8 a.m. on April 21, 2017 and will end at 8 a.m. on April 22. Over the 24 hours, Diefenbaker High School will host numerous activities including entertainment, yoga classes, food vendors, and a Much Music Video Dance!

More than 300 students and staff have signed up to participate, with student teams, teacher teams, parent teams and even the local Starbucks entering a team. The school raised close to \$15,000 last year and is aiming even higher this year with a goal of \$25,000.

Diefenbaker is a school committed to the idea of "Kids Helping Kids." By "taking a spin" on our event, you will be allowing us to spread this message.

Media are invited to attend the Opening Ceremonies of the event.

Date: Friday, April 21
Times: 8:00 a.m.
Place: John G. Diefenbaker High School, 6620 - 4 Street N.W.
Contact: Donna Fraser, 403-274-2240

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Note: Principals have a responsibility to limit media coverage only to students approved for interviews. Reporters attending an event are requested to receive permission from a CBE contact before interviewing or photographing students. Thank you for your cooperation in this matter, and for joining us in celebrating public education.

