

## **MEDIA RELEASE**

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### **Rosedale on Robson Suite Hotel Shows a Heart and Raises Over \$6,300 at Valentine's Day Fundraiser**

Vancouver, BC - February 19, 2008

Over \$6,300 was raised in only 1.5 hours at The Rosedale on Robson Suite Hotel's Valentine's Day Fundraiser for the Tony Proudfoot Fund and the ALS Society of BC. Tony Proudfoot is a former CFL player with the BC Lions and Montreal Alouettes who has recently been diagnosed with ALS, also known as Lou Gehrig's Disease. In response, he has founded the Tony Proudfoot Fund to raise awareness of ALS and research into its mysterious ability to affect some athletes who have suffered head injuries.

Located at 838 Hamilton Street, a football throw away from BC Place, the event featured star athletes, great food and a silent auction.

A number of players, alumni and management from the BC Lions Football Club came to show their support for the February 14<sup>th</sup> event, including President and CEO Bob Ackles, GM and Head Coach Wally Buono, Defensive Back Coach Mark Washington, alumnus Norm Fieldgate, and players Sherko Haji-Rasouli and Dean Valli. Also in attendance was Proudfoot's former Alouettes teammate Wayne Conrad, and of course CFL alumni Tony Proudfoot himself.

All of the \$6,300 raised will go to assist people living with ALS and to support ALS research.

The Rosedale's support is ongoing as it continues to offer a "Tony Proudfoot Rate", whereby partial proceeds for reservations made under this special rate will go to the Tony Proudfoot Fund. Reservations can be made by calling 1-800-661-8870. This campaign will run until April 30, 2009.

For information on ALS, please contact:

Wendy Magee, Executive Director - ALS Society of BC  
(604) 685-0737 ext. 222  
[www.alsbc.ca](http://www.alsbc.ca)

or Claudine Cook, Executive Director - ALS Society of Quebec  
(514) 725-2653  
[www.sla-quebec.ca](http://www.sla-quebec.ca)

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