

# NEWS RELEASE

Wilfrid Laurier  
University



## **First-year Laurier students will shine to fight cystic fibrosis** *Shinerama a tradition since Laurier originated the fundraiser more than 40 years ago*

**For Immediate Release**

**September 3, 2002**  
**77- 02**

**Contact: Graham Hawkins**  
**Student Services/Residence Life Coordinator**  
**(519) 756-8228 ext. 5715**

**or Holly Cox**  
**Recruitment/Public Relations Coordinator, Laurier Brantford**  
**(519) 756-8228 ext. 5709**

BRANTFORD – Laurier Brantford’s orientation week will finish Saturday, September 7 with Shinerama, an event that began at Laurier and grew into the country’s largest student fundraiser. First-year students will raise money to fight cystic fibrosis by shining just about anything: shoes, windshields, glasses – even bald heads.

Local students will raise as much money as they can between 9 a.m. and 4 p.m. They’ll be located at the three Zehrs Markets, Fairview Drive, King George Road and Colborne Street as well as Comisso’s Food Market on King George Road.

“Laurier has won the National Shinerama Award for Best Overall Campaign for the past two years,” says orientation-week and Shinerama organizer Graham Hawkins. “We here at Laurier Brantford are proud of our past contributions and excited about our goal to raise \$2,000 this year.”

A Shinerama kick-off event is scheduled for Friday, September 6 from 2 to 4 p.m. on George Street. A shine-off between four teams will have competitors shining local service vehicles – two police cars, a fire vehicle and city vehicle – with fire and police personnel acting as judges.

Shinerama started in 1961 at Wilfrid Laurier University (then known as Waterloo Lutheran Seminary), when students were looking for ways to have fun while helping others. It has since grown into Canada’s largest university- and college-student fundraiser, with 21,000 students from 50 institutions participating each year.