

# NEWS RELEASE

Wilfrid Laurier  
University



## **Laurier students trade sleep for support of children's charity**

*Awake for Kids Sake 2004 hopes to raise \$3,000 for We Believe In Kids Foundation*

**For Immediate Release**

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**Contact: Chris Stackhouse**  
**Co-organizer, Awake for Kids Sake 2004**  
**(519) 589-4327**

**George East**  
**Co-organizer, Awake for Kids Sake 2004**  
**(519) 501-4779**

WATERLOO – A group of students at Wilfrid Laurier University is giving up two days of sleep during a competition to raise money for children. Proceeds from Awake for Kids Sake 2004 will support the We Believe In Kids Foundation.

Several dozen students – one from each residence and two organizers – will remain awake and in the Laurier concourse for 50 hours, from 11:30 a.m. today to 1:30 p.m. on Thursday. Students, especially those in residence, can support a participant with an individual donation and the members of a residence floor can also donate their floor fund. The residence that raises the most money wins the inter-university competition.

“Of course, the real winners are the We Believe In Kids Foundation and the children who access the KidsLink’s services,” said Steve Best, a participant and organizer of the event. “Last year’s inaugural event, which involved only Waterloo College Hall, raised \$1,100 for the children’s charity Send ’Em Off Smiling. This year, we’re hoping to raise \$3,000 for KidsLink.”

Organizers are planning a series of activities to attract attention throughout the 50 hours. From midnight to 6 a.m. on Wednesday, participants will write songs and play games. They’ll hold a beating-the-old-record ceremony at noon and start a trivia game at 1 p.m. At 3 p.m., they’ll start a Mambo event that will continue until people donate enough to make it stop. Life-size tic tac toe, song writing and arts and crafts are all planned from 5 to 7 p.m.

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On Thursday, there will be painting and games from midnight to 6 a.m. They'll play chess at the 48-hour point, from 11:30 a.m. to 12:30 p.m. Closing ceremonies will be held from 1:30 p.m.

The We Believe In Kids Foundation raises funds for KidsLink, which is the child and family services division of Notre Dame of St. Agatha Inc., a not-for-profit service organization dedicated to improving the lives of children and families. It helps children and families achieve their potential and be responsible, contributing members of society. KidsLink offers a variety of services ranging from information, education, prevention and early intervention through to child and family therapy, intensive school-based day treatment and residential treatment.