

## Media Release

For Immediate Release

Ski and Fun Travel and the Ability Society - **Friends** present the 6<sup>th</sup> annual **Spirits of the West** - Food and Beverage Festival!

**Calgary, AB – April 14, 2004:** On April 29, 30 and May 1, Ski and Fun Travel and the Ability Society – **Friends** will host the 6<sup>th</sup> annual Spirits of the West – Spirits, Wine, Beer and Food Festival at the elegant Devonian Gardens at 317 – 7<sup>th</sup> Avenue SW. This promises to be a mouthwatering cornucopia of sensations all under one roof. Come and taste over 150 international spirits, wines, beers and gourmet foods, all to the sounds of captivating live music.

“An Event like this brings thousands of Calgarians together and reminds us of what a great community we live in, and further drives our commitment to draw out the friendly, caring side in everyone,” says Murray Lee, Manager of Ski and Fun Travel. We are thrilled to come together with the Ability Society - **Friends** to create this opportunity for connection.” “**Friends** connects a diverse range of people and celebrates the power friendship has to improve our daily lives and dramatically enhance the society in which we live,” says Adrian Bohach, Executive Director of the Ability Society – **Friends**, Spirits of the West is a terrific opportunity for us to fulfill our mission of building connections and community while sampling the best Calgary has to offer.”

Tickets are available in advance through the Ability Society - **Friends** for a reduced **price of \$15.00 – a percentage of the proceeds for each ticket sale will be donated to support Friends**. Call (403) 262-9445 extension 1. Tickets may also be purchased at the door for \$20.00. Tasting Coupons can be purchased on site at \$1.00 each, buying you samples of Calgary’s wares (the quantity of coupons varies per item). The Ability Society - **Friends** will also host a silent auction, offering exciting prizes for the bidding, **100% of the auction proceeds go to the Ability Society – Friends**. The event takes place Thursday April 29<sup>th</sup> from 5 p.m. – 10 p.m., Friday April 30<sup>th</sup> 5 p.m. – 10 p.m. and Saturday May 1<sup>st</sup> 6 p.m. – 11p.m.

*The Ability Society provides programs and assistive technology to children and adults with special needs, and seniors and has recently launched **Friends**. The **Friends** movement is an innovative, boundary-less, initiative that connects people, inspires caring and compassion, and builds community in everyday life. By engaging a diverse range of individuals and groups in relationships, **Friends** creates a reciprocal ‘win’ leading to social change. Based on an entrepreneurial model, **Friends** develops partnerships with social investors that provide highly visible and measurable returns on investment. For more information, please call 403-262-9445 or visit [www.friendsmovement.com](http://www.friendsmovement.com)*

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 Ability Society

[www.abilitysociety.org](http://www.abilitysociety.org)

*Ski and Fun Travel is the official operator for major concerts and entertainment events in Calgary. It has hosted Spirits of the West for the past 6 years, tantalizing up to 6500 Calgarians each year and is a valued supporter of The Ability Society and **Friends**. For more information call or visit:*

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