

FOR IMMEDIATE RELEASE

August 20, 2007



### **MINI Coopers – Start Your Engines!**

Calgary, AB – On August 25th, up to 50 MINI Coopers will hit the streets for the Second Annual Calgary MINIRUN – a different kind of car rally. MINIRUN Calgary is a fun run open to anyone driving a MINI. The run will start in the parking lot of the Frank Sisson's Silver Dollar Casino at 10 a.m., with a parade of MINI's through the city from 11:15 to a start line at 1:00 p.m.

Once the rally begins, drivers and navigators will drive around the city to pre-designated pits stops, answering trivia questions and finding clues. The run has been designed as a cross between a road rally and a scavenger hunt and for this year, a few James Bond twists thrown in. The run will end back at the start line at 5 p.m., where teams will drive back to the casino for a dinner and dance.

"This year will be even more fun than the last," said MINIRUN organizer Gord Morison. "And we will be donating the proceeds to a local charity. All proceeds will be donated to the Alberta Mentor Foundation for Youth, for their mentoring program. It will be a fun event for a good cause!"

For more information visit [www.miniruncalgary.com](http://www.miniruncalgary.com).

### **About the Charity**

Alberta Mentor Foundation for Youth (AMFY) is an in-school mentoring program for junior and senior high school students. AMFY is a volunteer driven program, dedicated to assisting youth unlock their full potential through supportive in-school mentoring relationships. AMFY has grown from 14 mentoring relationships in 1995, to supporting more than 250 relationships in 68 schools in Calgary, Airdrie and Cochrane.

-30-

MINIRUN Media Contact:  
Gord Morison  
Phone: 257-4828  
Cell: 542-6797  
Email: [miniruncalgary@shaw.ca](mailto:miniruncalgary@shaw.ca)  
[www.miniruncalgary.com](http://www.miniruncalgary.com)

AMFY Media Contact:  
Carly Somerville  
Phone: 270-3637  
Email: [carly@amfy.org](mailto:carly@amfy.org)  
[www.amfy.org](http://www.amfy.org)