



NEWS RELEASE

For immediate release

CALGARY, December 4, 2020 – Friends of STARS Experience Alberta (FOSEA) is launching an exciting project in support of STARS and Alberta's tourism industry. Alberta sponsors have generously contributed to 50 "Alberta Experience" prize packages worth more than \$64,000, providing winners a chance to enjoy the wonders of their own backyard in 2021. STARS will host an online raffle for the prizes.

Prize packages are organized in five categories: Family Fun; Family Sports Enthusiasts; Attractions, Entertainment & Activities; Sports Enthusiasts; and Arts, Nature & Outdoor Fun. The custom packages include a wide range of exciting activities including "glamping", white water rafting, hot air balloon rides, golfing and much more! Winners will experience Alberta from Wood Buffalo to the Mighty Peace; Jasper to Banff; Rocky Mountain House to Drumheller; and Lethbridge to the Crowsnest Pass, along with many other regions throughout our great province.

Tickets can be purchased for individual categories at one for \$20 or three for \$50. The draw will take place on February 1, 2021. Raffle tickets can be purchased at www.friendsofSTARSExperiencealberta.com.

"The COVID19 situation has limited what Albertans can do and experience this year, which has hurt the province's tourism industry," said Debora Rice-Salomons, co-chair of FOSEA. "We are a group of volunteers who want to help raise spirits by giving people something to get excited about, while boosting tourism and supporting the life-saving work of STARS."

"As a non-profit organization, we rely on support from groups like FOSEA and the generosity of Albertans to ensure STARS is there for the next patient in need," said Andrea Robertson, STARS president and CEO. "Last year alone, 1,325 missions were flown from our bases in Calgary, Edmonton and Grande Prairie. Money raised through this raffle will help STARS continue offering best-in-class critical care and transport to some of the sickest patients in Alberta."

The goal for the Friends of STARS Experience Alberta project is to raise \$100,000 for STARS. Albertans are invited to purchase tickets to support STARS and Alberta tourism, and raise their spirits as they experience Alberta in 2021.

Media contact:

Carla Minogue (Beynon)

Friends of STARS Experience Alberta

403-461-5717

FriendsofSTARSExperienceAB@gmail.com