



**-MEDIA ADVISORY-
FOR **INSERT DATE OF THE EVENT****

- WHO:** **List the key participants**
- WHAT:** **Provide a succinct description of the event or campaign**
WAL-MART® is working with the Law Enforcement Torch Run across Ontario through the “Toonies for Torches” program. Torch icons will be sold through WAL-MART® checkouts for a Toonie (\$2.00). In 2009, over \$180,000 was raised for this great cause. The goal for 2010 is to raise in excess of \$200,000! This initiative will connect the stores with Law Enforcement Services/Agencies and Special Olympics athletes.
- WHERE:** Provide a general description if there are multiple locations in your area, **ie. Participating Wal-Mart locations across Ontario**
Or
Provide a specific location if the event is taking place in only one location, **ie. 18 Wynford Drive, Toronto, Ontario**
- WHEN:** **Provide the dates of a campaign or the exact date with times if the event occurs over one day.**
- OBJECTIVE:** The Law Enforcement Torch Run® for Special Olympics is the movement's largest grass-roots fundraiser and public awareness vehicle. Special Olympics Ontario provides sports training and competition for over 16,000 people with an intellectual disability. Wal-Mart believes in supporting organizations that are making a difference in their communities.

CONTACT: To schedule an interview, a photo opportunity or to receive more information, please contact:

Insert key contact for Law Enforcement Torch Run, Special Olympics (if applicable) and additional partners (if applicable)

Example:

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