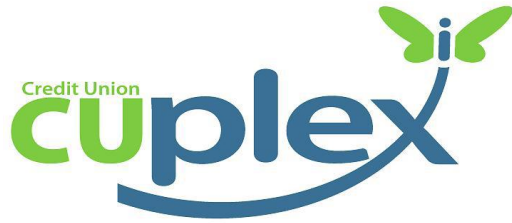




Raise the Roof!



For Immediate Release
November 29th, 2010

Credit Union CU Plex Benefits from 93.3 The Rock Sports Calendar

93.3 The Rock in North Battleford is showcasing sexy local women in sport as a Credit Union CU Plex fundraising initiative!

“We have developed a 2011 calendar featuring 14 local ladies posing in tasteful sports related scenarios,” said 93.3 The Rock Senior Advertising Consultant, Jaime Maunula. “All proceeds will go toward the Credit Union CU Plex.”

There are 500 calendars available for \$20.00 each. They can be purchased at 93.3 The Rock, Phoenix Sports, Norsask Farm Equipment and Venice House. All the local ladies were photographed by Mandy Mott of Mandy Mott Photography.

Maunula says all the calendars are equipped with a number that makes the purchaser eligible for various prize giveaways throughout the year.

“Not only are you getting a calendar and supporting the Credit Union CU Plex, you also have the chance to win!”

Updated fundraising figures and *NEW* sponsorship opportunities for the Credit Union CU Plex project are available online at www.raisetheroofbattlefords.com. There are four levels of sponsorship: Friend (\$500 - \$5000); Supporter (\$10,000 - \$50,000); Member (\$100,000 - \$350,000); Founder (\$500,000+). Whether you want to sponsor a theatre seat, pool accessories, a room or a vestibule – there are still plenty of options to choose from.

For more information: Rob Rongve & Heath Gabruch, Fundraising Co-Chairs, 937-5041

Raise the Roof! c/o BDCF, Box 1302, North Battleford, SK S9A 3L8