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It's Time to get in the Picture!

Toronto Timeraiser generates thousands of volunteer hours instead of dollars

FOR IMMEDIATE RELEASE

TORONTO – March 20th, 2010 – The Toronto Timeraiser is set to turn Toronto's social scene on its head for a seventh straight year on March 20th in the Distillery District. No other event in Toronto connects people to causes through art and uses volunteer hours not dollars as currency. Tickets are now available online at www.timeraiser.ca.

“Young professionals are the group of people in our country who volunteer the least and yet have so much to offer organizations,” said Anil Patel, Founder and Executive Director of Framework Foundation. *“Our mission at Framework is to continue harness that potential. Getting involved in your community isn't always easy, but the Timeraiser makes it very simple to find unique and meaningful opportunities that fit into busy lifestyles.”*

2009 Toronto Timeraiser participant Stacey Dodge, shares her experience of volunteering 125 hours at a local non-profit organization. *“My experience volunteering with the Bernard Betel Centre over the past year has been phenomenal. Not only have I forged valuable friendships with some of the students and staff, my eyes have been opened to some of the challenges seniors face in today's rapidly expanding technological world. Most of all, I have realized what unique wisdom one can absorb by spending a bit of time with people outside of one's own demographic. My volunteer commitment through the Timeraiser has been the highlight of my year.”*

In addition to the Timeraisers set to take place this year in Toronto, Hamilton, London, Calgary, Vancouver, Edmonton, and Ottawa, Framework Foundation has launched a first-of-its-kind online tool that helps people maximize their volunteer contributions. Civicfootprint.ca is a website that allows people to log, track and monitor the hours they volunteer and identify new places to get involved.

“Our goal with this new initiative is to give people the tools to help them make their civic footprint as big as possible,” said Anil Patel, Founder and Executive Director of Framework Foundation. *“You don't have to be Bill Gates to be a philanthropist but if you want your time and money to make a difference, you need a map to get there. The Timeraiser was all about getting people engaged in a meaningful way and Civicfootprint.ca is all about maximizing the power of that engagement.”*

How TIMERAISER works

The TIMERAISER is part volunteer fair, part silent art auction, and part night on the town. Throughout the evening attendees meet with different agencies and match their skills to an organization's needs. Once they have made a match, they are eligible to bid on artwork. The big twist being that Timeraiser participants bid their time instead of money for incredible local art, which is paid for through corporate partnerships. Once the auction is over we announce the hours raised and then celebrate our contribution to the community with a live performance by Franklin's Fault.

To date, Timeraisers across Canada have generated over 51,000 volunteer hours, engaged 5,000 Canadians to pick up a cause, invested \$330,000 in the careers of Canadian artists and supported the efforts of more than 250 non-profit organizations.

An exciting new feature at this year's Timeraiser we will be running a contest presented by WestJet where we are encouraging people to tweet about the Timeraiser to be entered for the chance to win a WestJet flight voucher.

How to make your winning entry:

1. Come to the 2010 Toronto Timeraiser
2. Inspire us with a 140 characters posting
3. Your posting must include the hash tag #TimeraiserWJ and your name or Twitter user name

How the winner will be selected:

- All inspiring posts will be entered into a random draw
- The draw will contain a maximum of one post per person
- The winning post will be announced when the total hours pledged are unveiled at the event
- The post will also be announced on Twitter and Facebook

This year's Toronto Timeraiser will take place on Saturday March 20th at 7p.m. in the Fermenting Cellar, Distillery District.

For more information or to arrange an interview please contact:

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