

FOR IMMEDIATE RELEASE

## **Community's Support Needed to Help Sacha's Park Win \$100,000**

Organizers behind the project to build Sacha's Park are seeking the community's help to win a \$100,000 grant from the Aviva Community Fund. The universally accessible playground project, slated to be built in L'Original, has been accepted as one of the candidates in the running for a portion of the \$1 million fund that Aviva is giving away to worthy community projects across Canada. Supporters are being asked to vote daily for Sacha's Park during the period of October 6th to 23rd by logging on to: [avivacommunityfund.org/ideas/acf32171](http://avivacommunityfund.org/ideas/acf32171)

Sacha's Park organizer, Jacquelyn Chenier, explains that *"only the top five entries in each category will move on to the final round where a panel of judges will award \$100,000 to one lucky project. We really need everyone to rally behind us and vote for Sacha's Park. If we can get our project in front of the judges we are confident that we have a good shot at the grand prize."*

Mrs. Chenier explains that the key to getting the most votes will be for supporters to vote for the project multiple times during the voting period: *"our supporters can have a big impact on the number of votes we receive simply by logging on and voting for us again each day of the contest"*.

To help get the word out, local insurance brokers, Théorêt & Martel, have sponsored a marketing campaign in partnership with St. Eugene based Willow Creek Company. The campaign will involve social media related marketing, as well as the distribution of voting instruction cards and posters throughout the community. Willow Creek's owner, Jessica Fournier, says she is excited to be involved with the project, explaining that she has a young nephew with disabilities and can see the need for a place like Sacha's Park. *"Teagan, was born at 24 weeks and we were told he would never walk. He's 5 years old and already walking, but because of his walker and braces, the current parks are limiting. I can't wait to bring him and his brother to play with my kids at the grand opening of Sacha's Park"*.

The finalists for the Aviva Community Fund will be announced on November 3rd, and the grand prize awarded on December 2nd.

**About the Aviva Community Fund**

Since 2009, Aviva Canada has provided \$5.5 million to 192 winning projects from coast to coast. With over 10,000 ideas submitted so far, the Aviva Community Fund has more than one million registered participants, who cast approximately nine million votes.

### **About Aviva Canada**

Aviva Canada is one of the leading property and casualty insurance groups in Canada providing home, auto and business insurance to more than three million customers. The company is a wholly-owned subsidiary of UK-based Aviva plc and has more than 3,000 employees, 25 locations and 1,700 independent broker partners. For more information visit [avivacanada.com](http://avivacanada.com)

### **About Sacha's Park:**

A playground, to be known as Sacha's Park, is being proposed for the new Place La Seigneurie development in L'Original. The playground, once built, will be different than a typical playground in that it will be universally accessible allowing children of all abilities to fully enjoy the park and its equipment. The goal for Sacha's Park is to create a playground that is inclusive and where the equipment works for everyone, including children with disabilities. A playground where EVERYONE can play. The Chenier family have purchased property for the park to be built on and are working with the Township of Champlain, who are supportive of the project, to secure funding for the equipment, which will cost several hundred thousand dollars.

### **About Sacha Chenier:**

Sacha Chenier was an 11 year old boy who lived in L'Original, Ontario. He was severely affected by cerebral palsy and required the use of a wheelchair for most of his life. He was also born blind, epileptic, and with severe cognitive delays. Sacha required assistance for his daily care, as he was unable to do the most basic of tasks without help. He was lovingly cared for at home where he lived with his parents Jason and Jacquelyn and his older brother Sebastien. Despite his many challenges, Sacha was a happy little boy who loved to be around other children. He attended school in Hawkesbury at École Paul VI where he was loved by his many friends. Sacha always had a smile on his face and his infectious laughter could brighten up a room. Sacha passed away suddenly on June 9th 2014 due to epilepsy related complications.

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**More information about Sacha's Park:**

GoFundMe.com/EveryoneCanPlay

Facebook.com/SachasPark

Tumblr:[sachaspark.tumblr.com](http://sachaspark.tumblr.com)

Twitter: @SachasPark