

FOR IMMEDIATE RELEASE

Sacha's Park Announced As Finalist For \$100,000 Aviva Grant

L'ORIGINAL (Ontario) -- Sacha's Park has been announced as a finalist for a \$100,000 grant from the Aviva Community Fund. The universally accessible playground project, slated to be built in L'Original, will be in the running for a portion of the million dollars that Aviva is giving away to worthy causes from across the country on December 2nd, 2015.

Organizers for the park say that the project finished as the top voted idea of the over 400 submitted from across Canada. *"We ended the voting round with over 14,000 votes, putting us a full 2,000 votes ahead of our closest competitor"*, says park representative Jason Chenier.

Chenier explains that the success in the voting round, which ended on October 23rd, was a true community effort. *"We can't thank everyone enough for voting, and for getting their friends and families to vote too."*

Chenier says that they went into the vote with a plan to win: *"We partnered up with Théorêt & Martel Insurance Brokers and Willow Creek Company to come up with marketing campaign that allowed us to distribute 20,000 voter information cards in the community. These cards were handed out by local merchants and sent home by area school who were more than happy to help out."*

The submission also got a boost from Golden Hill Films, who produced a short video about the park. *"We were thrilled to have Vicky Jean-Louis and her team on board to help us with our submission"*, explains Chenier. *"One of the areas that our project will be evaluated on is our use of media, and the video they produced really gives us an edge."*

Although finishing the vote in first place doesn't guarantee a win, Chenier explains that the project is well placed as it goes to the judging round where it will be evaluated against the others finalists. *"We feel confident that we've got a strong submission. Our place in the vote certainly reflects the broad community support that exists for our project. This will certainly be something that Aviva will take into consideration when deciding who deserves the grand prize on December 2nd."*

Fundraising for Sacha's Park will continue into the the New Year, with construction expected to begin in the summer of 2016. Supporters can keep up to date with the progress on Sacha's Park's facebook page. Donations to the project can be made online at gofundme.com/everyonecanplay.

(attached photo:)

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

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](https://www.gofundme.com/EveryoneCanPlay)

[Facebook.com/SachasPark](https://www.facebook.com/SachasPark)

Tumblr: sachaspark.tumblr.com

Twitter: @SachasPark

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