



For Immediate Release

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NEWS RELEASE

Amherstburg Recreation Complex launches personalized direct mail campaign

Amherstburg, ON – The Town of Amherstburg today announced a multi-faceted direct mail campaign for the Amherstburg Recreation Complex (ARC), a dynamic new recreation, sport and leisure facility to be located at Larry Bauer Park.

The Town is using multiple platforms to reach the community including variable data printing to personalize elements such as letters and pledge cards, advertisements, newspaper inserts, and online donations. The direct mail campaign invites the public to honour family, friends and colleagues by purchasing a legacy pathway brick, an arena seat, a dedicated tree or bench, or a lamp standard – all of which will feature personal inscriptions. Gifts range from \$200 to \$1,000 and are an investment in the advancement of community, cultural and leisure activities in Amherstburg. The Town is also offering donors five-year interest free payment plans.

"We are delighted to offer our community numerous opportunities to support the Complex's fundraising campaign this holiday season," said Pam Malott, CAO of the Town of Amherstburg. "We are inviting our community to celebrate the lives, events and milestones of those they cherish by giving them a gift to forever remember, and in so doing helping us to build the new Amherstburg Recreation Complex."

The Complex's *Our People. Our Passion* fundraising campaign directly supports sport, health, recreation and leisure excellence in Amherstburg, and offers a variety of other highly visible sponsorship and naming opportunities on dressing rooms, arenas, baseball fields, meeting rooms and more.

Slated for completion in October 2010, the new 133,595 square foot recreation complex will house Canada's first Miracle League Baseball Diamond for persons with special needs; Ontario's first community artificial turf baseball diamond; the region's first regulation size FIFA soccer/CFL football field; twin pad arenas; a practice mini ice rink; an indoor soccer playing field; and a Seniors Centre.

The new complex will meet the recreational needs of the entire community, provide opportunities for sport tourism, and will be energy efficient to operate. The Town of Amherstburg received financial assistance for the building of the recreation complex from the governments of Canada and Ontario under the BCF-CC.

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