



PRESS RELEASE

January 7th, 2011

Presents' KB4C, "Kiteboarding 4 Cancer"! A unique winter recreational fundraiser to support the Canadian Cancer Society in the battle to find a cure.

February 19th, 2011 (FAMILY DAY Long Weekend) - kilters' from all corners of Canada and the US will flock to Saskatchewan to compete in the world's 3rd winter KB4C event.

Kilters' are raising a minimum \$150 to be eligible for KB4C prizes and to compete in all competitions.

The mission? To raise a minimum \$35,000 for the Canadian Cancer Society through donations and activities leading up to and during the days' event.

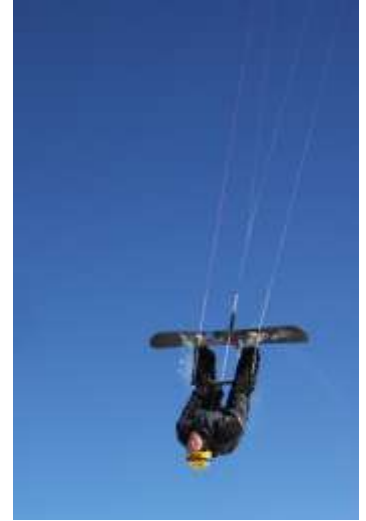
North America's top kilters will compete against Saskatchewan's home grown talent in a battle of the best: endurance race, high jump & long jump competition. Mix in a freestyle ride, demos, DJs, sleigh rides, an opportunity for anyone to fly a kite and a night of entertainment; this is guaranteed to be the ultimate 2011 Saskatchewan winter experience.

Thank you for taking the time to review this press release. We look forward to seeing you at the event!

Regards,

Aaron Hackel
Box 37007
Landmark Postal Outlet
Regina Saskatchewan
S7K 0V6
Phone 306.586.KITE
Cell: 306.501.4028
Email: aaron@explorekiteboarding.com





Press Release

What: KB4C = Kiteboarding 4 Cancer
When: February 19th, 2011
Where: 3 minutes North of Regina off Hwy 11
Target Demo: All Ages
Admission: FREE

2011 KB4C Promo Video created "Two Brothers Films"

<http://www.vimeo.com/17532037>

What is KB4C?

Kiteboarding 4 Cancer is a unique winter recreational fundraiser to support cancer research and the Canadian Cancer Society in the battle to find a cure. Kiteboarders from across Canada will raise funds to participate by Kiting in the 3rd winter kiteboarding event held just outside Regina, "the 5th windiest city in Canada". The mission is to raise funds for the cause through donations and activities during the days' event.

The event site is located only 3 minutes North of Regina off Hwy 11 and includes; heated tents, family activities for all ages, sleigh rides, food, hot beverages a DJ and MC. The location is renowned to Saskatchewan kites' for its rolling hills, 40' cliff of powder provided by natural terrain leading into a creek bed. KB4C is an excellent opportunity for anyone inquiring about getting into kiteboarding all while raising money for an excellent cause. During the day entertainment will be organized for all ages. Ages 10 and under will have the opportunity to sign up for a sleigh rides behind kiteboarders. Ages 10 and older will have an opportunity to fly a kite with all proceeds going to charity.

Canadian Cancer Society (CCS)



The Canadian Cancer Society is partnering with KB4C and is the primary charity sponsor, providing fundraising athletes with swag and support to KB4C. CCS is our beneficiary organization and is supplying tax deductible receipts to our donors.

What to Expect at KB4C

As one of the fastest growing sports in the world, kiteboarding has a moving visual impact that will draw thousands to watch in awe. As these colorful kites soar across the sky and the jaw-dropping maneuvers kiteboarders throw, you'll have one spectacular event for spectators. This is the main show at Kiteboarding 4 Cancer, however there will be additional activities including:

- Sleigh rides: from heated tent to heated tent to get a closer look at Kiteboarding
- Children 10 under: with Donation for a toboggan ride behind a kiter
- Children 10 over: with Donation for the opportunity to fly a kite
- Long jump contest
- High jump contest
- Speed races contest
- Endurance race
- Celebrity Kite – Local Celebrities will try Kiteboarding for the first time, come cheer them on!
- Snacks and Hot Beverages will be served on site

“Explore Kiteboarding” KB4C February 19th Schedule of Events:

Visit www.KB4C.ca for all updated info

Saturday February 19th:

EVENT	TIME
Registration (sign up for sleigh rides & opportunity to fly a kite)	9am – 10am
Kids Sleigh Rides behind a Kiter & Try Flying a Kite	10am – 12pm
Celebrity Kite – Local Celebrities will try their luck at kiteboarding	12pm – 1pm
Sleigh Rides (Horse Drawn sleigh rides around KB4C site)	12pm – 3pm
“Explore Kiteboarding” KB4C Kicks off with an Endurance Race	1pm – 5pm
Speed Race	2pm – 3pm
High Jump / Long Jump Events	3pm – 4pm

“Great Western” KB4C AFTERPARTY – Tickets \$10 Advance, \$15 at the Door

KB4C After Party all ages at the Exchange Nightclub, 2431 – 8th Ave. Come celebrate the wrap-up of Kiteboarding 4 Cancer at the grand finale party! Live entertainment, Video Clips from the day's activities, Silent Auction items to bid on and prizes and awards handed out from the day's events.



Event site construction – Take a peek: <http://www.youtube.com/watch?v=KWCBIihLqnQ>

Media Passes: Prior to Friday February 4th, please forward names of media personnel and approximate time they will be arriving so that we can arrange to have Media Passes available. Please email request to aaron@explorekiteboarding.com

To set-up interviews please contact:

Aaron Hackel

Email: Aaron@explorekiteboarding.com

Phone: 586.KITE (5483) or 501.4028

VISIT www.KB4C.ca for up to date schedules, maps and more info!