



MEDIA RELEASE

Oak Ridges Trail Association Receives Support from Joey & Toby Tanenbaum

King City, October 9, 2007 - The Moraine For Life Adventure Relay, an annual team race event held on the Oak Ridges Moraine Trail, has received a generous sponsorship from Joey and Toby Tanenbaum.

The Adventure Relay was first held in June of 2007 and attracted seven teams, including participation by former Olympic rowing champion Marnie McBean. The course of 160 kilometers, from Rice Lake to King City, had to be completed in 24 hours by means of canoeing, cycling and running. The first place team crossed the finish line in 12 hours and 15 minutes.

In 2008 the event will take place on June 14 and 15. The Tanenbaums have contributed \$35,000 to stage the relay as a fundraising event for the Oak Ridges Trail Association and to raise awareness of the Oak Ridges Moraine.

“The support of the Tanenbaums, who have a long-standing interest in the Moraine, is foundational for the Adventure Relay, and is greatly appreciated.” said Harold Sellers, Executive Director of the trail association.

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The Oak Ridges Trail Association (ORTA) is a volunteer, community-based organization that builds and maintains the Oak Ridges Trail, a 260 km public hiking route across the Oak Ridges Moraine from Palgrave in the west to Rice Lake in the east.

Joey and Toby Tanenbaum are Toronto philanthropists who for many years enjoyed a country residence on the Oak Ridges Moraine.

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