

## **FOR IMMEDIATE RELEASE**

### **Send Kids with MS to Summer Camp and Collect a Unique Piece of ‘Billy Talent’ Memorabilia.**

Award winning rock band ‘Billy Talent’ celebrates their success with fans while uplifting a good cause. Limited edition gold record plaques feature signatures from the band, and a complete history of artwork— supporting the 2018 MS Summer Camp to help youths turn anger into hope!

*Join Drummer Aaron Soloqoniuk and the rest of ‘Billy Talent’ to celebrate their success.*

### **Get Your Limited Edition Signed Gold Record Plaque**

Our friends from Billy Talent with the Multiple Sclerosis Society of Canada to promote the 2018 MS Summer Camp.

The fully accessible and staffed summer camp give the opportunity to enjoy a thrilling week long adventure to 10-18 year olds with MS. In addition to summer activities like archery, swimming, campfires, hiking, and team sports, the experience allows the participants to have a break from the stresses associated with MS and just be kids!

The award winning rock band Billy Talent is excited to celebrate their success with fans by promoting a limited time two-week sale of collectable grade memorabilia plaques.

Each plaque features a limited edition gold record, artwork from every studio album, live album, and singles. Each member of Billy Talent will hand sign each plaque, which will be prepared and shipped within six weeks. Sales are open to anyone in Canada, USA, Germany, and Austria.

The promotional fundraiser sale will be live 7 MAY — 21 MAY and coincide with Billy Talent’s acceptance of the Legends of Live Music Special Achievement Award by the Canadian Music Week Conference.

Billy Talent will be announcing two free concerts in support of the fundraiser at Celebration Square in Mississauga 11 August, and the MS Charity Concert in Germany on 17 August.

Billy Talent’s Drummer and MS ambassador Aaron Solowoniuk will be hosting a one hour Facebook Live interview to discuss the importance of the camp program. The campers receive a tremendously positive experience and are able to break free from daily stress. Sharing experience with one another and learning to channel anger into hope are some of the most impactful benefits of the camp, inspiring Aaron to spread word about the program.

The MS Society of Canada hosts twenty to twenty-five kids with MS and provides them a fun, supportive, and inspiring week-long experience. The proceeds from Billy Talent’s limited edition

plaques will help fund the program this year; a rare opportunity to collect a beautifully crafted piece of artwork, signatures from the band, while also sending a kid with MS to camp for the summer.

The collectible Billy Talent plaques will be sold for a limited time only. Each will include;

#### Gold Record

Official Artwork from Billy Talent's Singles, Studio & Live Albums

Limited Photo of the band by Dustin Rabin

Hand Signed in Gold by each band member

Made in Canada

Promotional and digital media coordination of Billy Talent for the fundraiser will be provided by Funding Innovation; Burlington, Ontario based company that specializes in helping charities succeed nation-wide by auctioning & promoting unique pieces of art, sports, and music memorabilia.