



Beloved Festival of Trees
Fundraiser Kickstarts
the Holiday Season



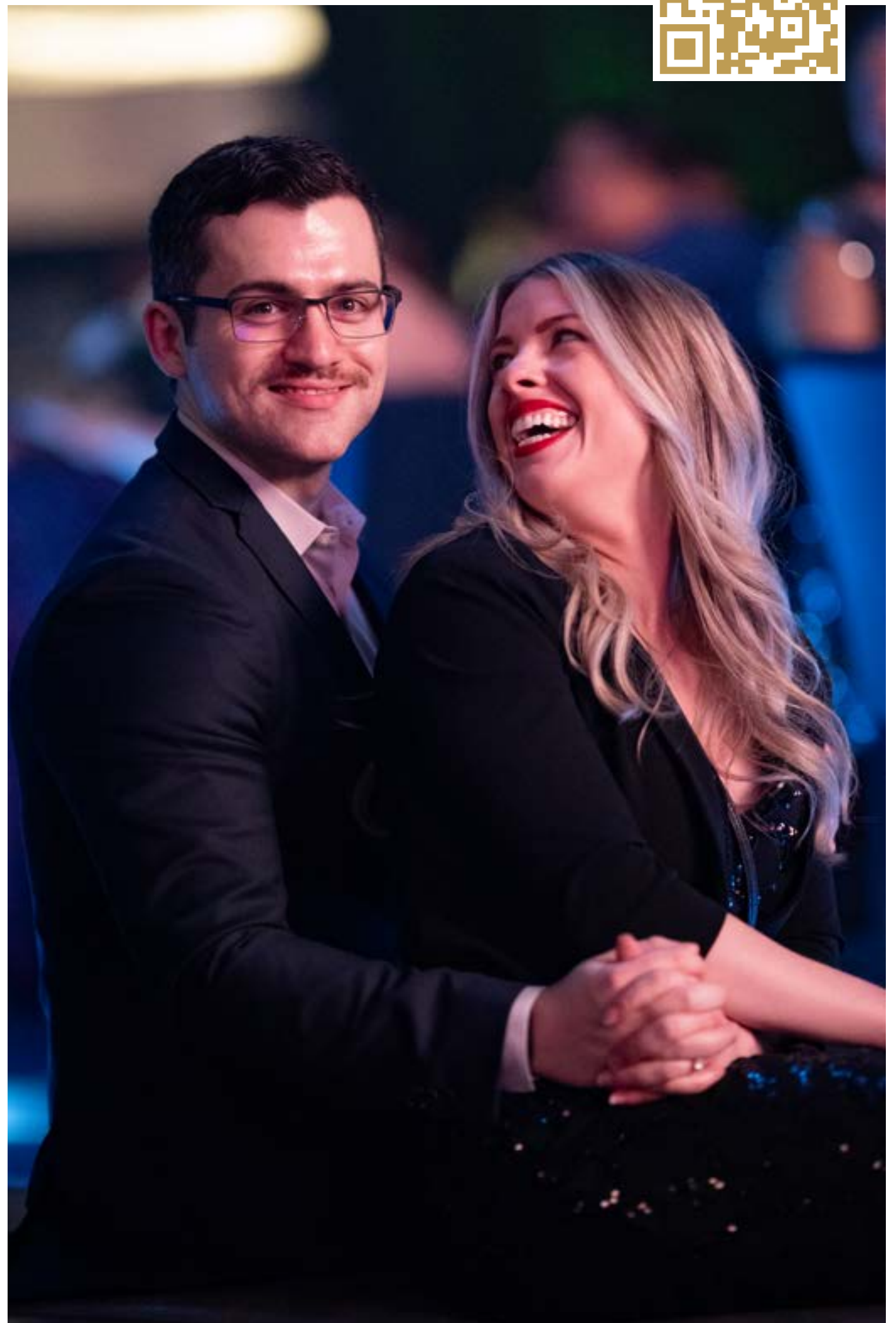
Beloved Festival of Trees Fundraiser Kickstarts the Holiday Season with Great Joy and Shatters Live Tree Auction Record!

[Fort McMurray, Alberta, November 27, 2023] – The 34th annual Festival of Trees, supported by an incredible community of sponsors and powered by the dedication of over 225 volunteers, ushered in the holiday season with unparalleled enthusiasm. This extraordinary event, attended by over 9,000 joyful guests, achieved a remarkable milestone by raising \$770,000 (net) for regional healthcare initiatives while spreading the spirit of the season far and wide.





Photo Gallery





From left to right: Ken Sandmoen (AlumaSAFWAY), Andrew Rosser (Syncrude), Santa, Chris Wilson (Birch Mountain Enterprises LP), Dave Tuccaro (Tuccaro) and Mike Mayuk (AlumaSAFWAY)

The three-day festival was a heartwarming celebration of holiday cheer, offering an array of engaging events and activities for all ages. Attendees danced the night away at the Ugly Christmas Sweater Party presented by CEDA, were enthralled by the elegant Festival of Trees Gala presented by Syncrude (operated by Suncor), enjoyed festive Christmas Family Fun with Santa presented by Pembina, and delighted in the magical Daddy Daughter Sugar Plum Fairy Ball presented by APE Maintenance. The Winter Wonderland, generously sponsored by Canadian Natural, enchanted visitors with its beautifully decorated trees and captivating local entertainment, creating cherished memories for everyone.

Santa's Workshop presented by Bouchier buzzed with activity as hundreds of families visited the Teddy Bear Workshop, engaged in cookie decorating, and participated in various craft stations. This year marked a milestone as the workshop area witnessed its busiest year yet bringing smiles and laughter to countless children's faces. Community Concerts presented by Inter Pipeline also achieved record attendance as visitors revelled in fantastic entertainers, dancers, and storytellers. Special appearances by Buddy the Elf, as well as Santa and Mrs. Claus, added an extra sprinkle of magic to the event.

Vanessa MacNevin, Executive Director of the Health Foundation, extended her heartfelt appreciation to the sponsors, donors, ticket purchasers, silent and live auction contributors, guests, and the extraordinary volunteers who transformed the festival into a resounding success. She emphasized that the Festival of Trees not only unites the community but also underscores its unwavering commitment to supporting health and wellness projects in the Wood Buffalo region.

MacNevin stated, "This year's festival showcased an exquisite display of trees and packages, with spirited bidding that warmed our hearts. One standout moment was the Finning Tree, setting a new benchmark for charitable contributions with its sale price of \$200,000, made possible by the generous contributions of Birch Mountain Enterprises LP, Aluma SAFWAY, Tuccaro, and Syncrude (operated by Suncor). We also extend our heartfelt thanks to ATB, our Santa's Elves Volunteers Sponsor, for their invaluable support." In addition to the generous sponsorships, the outstanding volunteer support, organized by FuseSocial, was a pillar of the festival's success. Volunteers, the backbone of the community, devoted countless hours to make this event a triumphant celebration of giving and unity.

Greg Fuhr, Chair of the Health Foundation, shared his reflections on the festival's outstanding success, saying, "A palpable sense of joy and wonder illuminated every face. Many attendees, both newcomers and returning guests, expressed feeling inspired by coming together for a cause that deeply impacts our region."

To learn more about the Festival of Trees and its impactful contributions to regional healthcare, please visit GivetoNLHF.ca

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About the Northern Lights Health Foundation

Established in 1985, the Northern Lights Health Foundation exists to provide funds to support health care priorities within the Regional Municipality of Wood Buffalo. The Health Foundation is proudly accredited under Imagine Canada's Standards Program. For more information, visit www.nlhf.ca

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Photo Gallery

