

For Immediate Release

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TB Vets Searches for Redheaded Snorkeller to Star in New Ad Campaign to Promote Keytags

Burnaby, BC – In celebration of 60 years of BC-based community service and support, TB Vets is searching Province-wide for a volunteer to star in a new series of print ads and public service announcements to promote the upcoming TB Vets Keytag Campaign. To be a part of the promotional initiative for this not-for-profit organization, the new TB Vets Star must resemble the attached drawing of a snorkeller (TB Vets will provide the costume) and must be willing to volunteer for the 8-hour photo shoot and make three appearances at TB Vets events throughout 2006.

This star search will be held throughout BC and interested individuals should email their photo to stacey@tbvets.org or mail it to 4050 Graveley Street, Burnaby, BC V5C 4A5. Deadline for photo submissions is November 18, 2005. The new TB Vets Star will receive an honorarium for their time, framed copies of the ads and a special plaque commemorating their involvement.

“TB Vets runs BC’s original Keytag Program and all donations stay in BC to help our communities,” says Ron Goyette, General Manager of TB Vets. “We’re excited about this campaign and are looking forward to seeing the submissions from people across the province who would like to support us. In fact, in the ‘70s and ‘80s, TB Vets often used individuals in our promotional materials. With this new campaign, we are actually giving a nod to our past as well as looking to the future. I’d like to encourage everyone who is interested to apply for this fun role as our Star.”

TB Vets is a BC-based registered charity and receives no government funding. Keytag donations allow TB Vets to provide grants to BC medical facilities for the purchase of vital respiratory equipment. TB Vets also funds research to find a cure for tuberculosis, supports employment for people with disabilities and offers the comfort of a therapeutic teddy bear to BC children suffering from respiratory illness through the Spinoza for Kids initiative. For more information about TB Vets, BC’s Keytag Program or how to donate, please call 1-888-874-5626 or visit the website at www.tbvets.org.

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For an interview with TB Vets General Manager Ron Goyette, please call Ruth Atherley of AHA Creative Strategies at 604.303.1052 or email ruth@ahacreative.com.