



FOR IMMEDIATE RELEASE

Monday, April 2, 2018

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MASU SHINERAMA AWARDED BEST OVERALL 2017 CAMPAIGN

SACKVILLE, NB — On Monday, March 26, 2018, Shinerama announced that Mount Allison Students' Union (MASU) Shinerama was awarded the Best Overall 2017 Campaign National Award.

Shinerama is Canada's largest Post-Secondary Fundraiser inspiring students from universities and colleges across Canada to work together to raise funds for Cystic Fibrosis research. The Shinerama campaign is a big initiative at the Mount Allison University (MTA) campus which takes a tremendous amount of planning and numerous fundraising events. This year, with the help of students, administration, staff, faculty and parents, MASU Shinerama was able to raise \$37 500 - a 14% increase from the 2016 campaign.

Isabelle Spinney, MASU Shinerama Chair, organized various events during the summer such as pancake breakfasts, the Annual Shinerama Garden Party, bottle drives and partnering with Goji's which contributed to Mount Allison's Shinerama campaign. The goal set by the MASU Shinerama Chair was to raise \$20 000 before the Annual MTA Shinerama Day which took place on September 9, 2017 with a final end goal of \$35 000. This goal was quickly met with having raised \$15 000 during the summer months leading up to MTA Orientation 2017 and then reaching the first goal on September 8, 2017. Finally, on October 4, 2017, MASU Shinerama announced the Shinerama total of \$37 500 which surpassed the second goal.

MASU Shinerama Chair, Isabelle Spinney stated that she was very excited that this year's campaign was honoured with this award and looks forward to how this upcoming year's campaign will unfold. "I am so proud of everything our volunteers have accomplished this year. All of the residences really stepped up their fundraising efforts this year, and even got their incoming students participating over the summer," says Spinney. The Shinerama Chair also gave credit to the work of her Summer Shine Squad as she stated, "We had such a dedicated group of Summer Shine Squad members this year as well, making our summer an incredibly shiny time."

The Mount Allison Students' Union represents all full and part-time undergraduate and graduate students at Mount Allison University in Sackville, New Brunswick.