



For Immediate Release

There are Many Ways to participate in the Courtnall Celebrity Classic 2011 Victoria, BC July 21-24, 2011

June 30, 2011, Victoria, BC – Although there's less than three weeks to go until the star-studded [Courtnall Celebrity Classic](#) mental health fundraiser hits Victoria, it's not too late for members of the public to get involved.

1. Buy a ticket to the gala.

Set to take place Friday, July 22 at The Fairmont Empress and Victoria Conference Centre, this red carpet event features jaw dropping décor, stunning entertainment, creative and one of a kind silent and live auction items, a seated three course dinner prepared by Fairmont chefs and, of course, the company of many community, business, sports, movie and television celebs.

"We have a limited amount of gala tickets still available to the public," said Russ Courtnall. "At a cost of \$300 each or \$3000 per table, this is a night that won't soon be forgotten – it's a great way to be entertained, rub shoulders with first class entertainers and raise money for mental health care in our community."

Auction items that will heat up the bidding later in the evening include the opportunity to hang out in Las Vegas with the Great One, Wayne Gretzky, for a skating and golf experience that hockey fans dream of, including participating in the Wayne Gretzky Fantasy Camp. If wine is more your thing, there is a jet-away to Napa Valley for a wine and spa retreat for four where you will be personally wined and dined by Jayson Woodbridge, the critically acclaimed winemaker of cult label Hundred Acre and Layer Cake wines. How about something closer to home? Together with 49 of your closest friends, you can dine at Victoria's top seafood restaurant, Mike Murphy's Pescatores Seafood + Grill. Disappointed you won't see Pamela on the course? Bid on this golf getaway at the exclusive Sherwood Country Club in Thousand Oaks, CA, and Pamela Anderson will join you for dinner at one of her favourite hot spots.

Confirmed celebs who will attend the gala include Ron MacLean from Hockey Night in Canada (also emcee), Don Felder former lead guitarist of The Eagles and Willie Mitchell of the NHL. Due to changes in personal schedules, actors Jason Priestley and Pamela Anderson are unable to attend.

"We are pleased to announce that we have three new celebs onboard – they're either confirmed or working hard to free up their schedules to attend," said Courtnall. "These include Bill Smitrovich, an actor who was in Iron Man and the upcoming The Rum Diary; Valeri Bure, retired NHLer; and Gena Lee Nolin, an actress who was in the television series *Baywatch* and *Sheena*."

Some additional celebrities the Courtnalls are working with include Lochlyn Munro (Canadian actor), Patrick Warburton (actor, roles included David Puddy off of Seinfeld), Todd Zeile (former Major League Baseball player) and Neal Broten (retired NHL player).

2. Tune in for the C-FAX 1070 radiothon on July 21.

On July 21, C-FAX 1070 is holding an all-day radiothon from 6 a.m. to 6 p.m. People wanting to support the Courtnall Celebrity Classic and raise funds for local mental health care can donate by phone, online at www.courtnallclassic.org, or in-person (drop by the station at 1420 Broad Street) where they can check out the 'live' action and meet the Courtnalls.

The 12-hour broadcast will feature talks with Russ, Geoff and Bruce Courtnall, mental health care providers, people living with mental illness and community leaders. Sponsors and C-FAX 1070 will also be giving away a slew of prizes to donors, including exclusive tickets to attend the celebrity July 22 VIP Club 9ONE9 after party.

3. Share your story online, donate and follow the action.

To break down the stigmas surrounding mental illnesses, the Courtnall brothers are encouraging people to share their stories and connect with the broader community dedicated to helping people with mental illness through Facebook ([Courtnall Celebrity Classic](#)) or Twitter ([@Courtnall_CC](#)). People may also donate online at www.courtnallclassic.org.

“Our last Classic was held in the summer of 2004, before Facebook and Twitter,” said Courtnall. “Social media has really boosted the awareness about this year’s campaign – great community dialogue about mental illnesses is happening online and some of the people who’ve come forward with their stories have even been in our TV and radio spots, making the Classic a true, community event. It’s been incredibly inspirational.”

About the 2011 Courtnall Celebrity Classic

Already a two-time success, the 2011 Courtnall Celebrity Classic will take place this summer, July 21 to 24, 2011, starting with the CFX 1070 radiothon. Other events for the weekend include a fundraising dinner, silent and live auction and celebrity golf tournament. Previous Courtnall Celebrity Classics, held in 2003 and 2004, raised more than \$2 million for the Victoria Hospitals Foundation and helped open the doors to the Archie Courtnall Centre, a Psychiatric Emergency Services Unit at the Royal Jubilee Hospital. Funds raised from the 2011 Classic will go towards purchasing mental health care equipment and funding patient care programs for the new Patient Care Centre at the Royal Jubilee Hospital, part of the Victoria Hospitals Foundation’s overall \$25 million *Building Care Together* campaign. For information and updates and to donate online, visit www.courtnallclassic.org.

-30-

Media Contacts:

Deirdre Campbell, Tartan Group: 250-592-3838, 250-882-9199 (cell) or deirdre@tartangroup.ca

Brian Cant, Tartan Group: 250-592-3838, 250-896-3844 (cell) or brian@tartangroup.ca