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‘Make Magic’ to benefit Boyle Street Community Services
MacEwan University’s Transportation Services campaign turns parking violations into charitable donations

Edmonton – MacEwan University’s Transportation Services wants to help a few naughty drivers get back on the nice list this holiday season – and support Edmontonians in need. Every year, Transportation Services, in partnership with the Students’ Association of MacEwan University (SAMU) runs Make Magic – a holiday campaign that turns outstanding on-campus parking violations into charitable donations.

“Parking enforcement is necessary and it’s a serious job, so it’s nice to be enforcing for the greater good and making magic around the holidays,” says Jim MacDonald, director of Transportation Services. “And it’s a serious job, so it’s nice to be enforcing for the greater good and making magic around the holidays.”

The annual campaign raises between $10,000 and $12,000, and in the past has benefitted SAMU’S student-run Adopt-a-Family charity– which provides financial assistance to MacEwan University students and their families during the holidays. Now, in its seventh year, the Make Magic campaign has expanded to extend its proceeds to Boyle Street Community Services.

“We’ve had great success working with SAMU and Adopt-a-Family and now we’re excited to extend the program to reach the wider downtown community,” says MacDonald.

During the campaign, Transportation Services will reduce all parking fines to $15 for faculty, staff, students and arena parking patrons. With the addition of Boyle Street, Make Magic has set its sights on a $15,000 fundraising goal for 2016 and those dollars will help keep community members safe during the cold winter months.

“Make Magic not only supports the community members that Boyle Street serves but also gives MacEwan students the opportunity to learn about the impact they can make by giving back to the community,” says Brent Guidinger, development manager for Boyle Street Community Services. “Campaigns like Make Magic can help tremendously in raising awareness of the issues that our community faces on a daily basis.”

Make Magic runs until December 5. For information on how to clear up parking fines while making holiday magic, visit www.MacEwan.ca/transportation.

Founded in 1971, MacEwan University inspires its students with a powerful combination of academic excellence and personal learning experiences. Offering more than 65 programs including undergraduate degrees, applied degrees, diplomas, certificates, continuing education and corporate training, the university provides a transformative education in a creative, collaborative and supportive learning environment where creativity and innovation thrive. Located in Edmonton, Alberta Canada, MacEwan University offers a unique student experience that opens up diverse pathways for achievement and growth.

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