April 6, 2017

Transportation Services helps kids ‘Make Magic’

Edmonton – MacEwan University’s Transportation Services has launched its popular Make Magic campaign for its first-ever spring edition.

The Make Magic campaign reduces all outstanding parking fines for faculty, staff, students and event parking patrons to $15 and turns all the money raised into charitable donations. All funds raised during the campaign will go to You Can Ride 2, a non-profit organization that makes cycling accessible for kids with disabilities.

“The new campaign is off to a strong start and we hope that the momentum continues,” said Jim MacDonald, director, Transportation Services. “We launched the spring campaign in mid-March and so far we’ve raised $4,463. What really warms my heart is when people offer to pay the full fine once they hear all the funds go towards a charitable cause.”

You Can Ride 2 is a unique initiative that brings cycling and therapy professionals together to provide each child with a bike that fits their specific needs. They also provide cycling lessons. “We don’t just give out bikes to families, we fit the bike to the needs of the child – a process that brings together professionals from the cycling and therapy communities,” says Molly Turnbull, program coordinator with You Can Ride 2.

With just under two weeks left in the campaign MacDonald says it’s the perfect time to clear your conscience. “Dig out those outstanding parking tickets, pay the reduced fine and help a great cause.” The campaign runs until April 14 with a cheque presentation on April 27.

The Make Magic campaign started at MacEwan University in 2012. Since then, it has raised over $55,000 for charitable causes.

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.

For further information, please contact:
David Beharry, Media Relations Advisor
780-497-5586
Cell: 780-231-5954
Email: beharryd@macewan.ca

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