



MEDIA RELEASE
For Immediate Release

Alliance Pipeline Launches Charity Partners Program **Calgary Charities invited to make their case for a \$100,000 donation**

Calgary, AB – *August 8, 2012* – Alliance Pipeline is offering Calgary charities an exciting new community partnership that could provide upwards of \$100,000 in funding. For a chance to be selected for the funds, non-profits are invited to submit a video proposal about their cause and why their organization should be chosen as an Alliance Charity Partner. Through the new program, Alliance employees hope to help address an important community issue or need.

Alliance's Charity Partners program, open to small and mid-sized charities, will provide local non-profit organizations the opportunity to communicate about their aspirations and receive financial support from Alliance Pipeline employees.

Rob Gray, who oversees Alliance's Community Investment Program, says, "We are very excited about this new initiative as it will give our approximately 250 employees in Calgary an opportunity to really get behind an important community cause, and help make a difference in our city".

Charities are invited to tell Alliance about projects or initiatives that fit into one of four focus areas: community development – centered around initiatives to improve social and community well-being; the environment – centered around initiatives that address environmental issues or encourage environmentally proactive behavior; safety – centered around initiatives that improve safety for the overall community or a specific community or demographic; and youth development – helping young people reach their potential.

Charities can apply to the program simply by submitting a short three-minute video, via YouTube or Facebook, that identifies the community issue or need to be addressed and describes how the organization would utilize Alliance's support to make a difference. Videos will be shared publicly via social media, and Alliance employees will vote to identify a single charity of choice. With the promise of a multi-year commitment and a corporate match, the partnership could be worth over \$100,000.

"We think this is a great opportunity to raise awareness, not only with our employees but also with the general public, about the important work that Calgary charities are doing," says Gray. "In doing so, we hope to encourage the community, and our employees in particular, to find a cause for which they are driven to make a tangible and lasting change."

Applications are being accepted until September 24, 2012. Full program details are available at www.alliancepipeline.com/charitypartners. Applicant videos will be posted to the website as they are submitted.

Alliance Pipeline operates a 3,719 kilometre natural gas pipeline system that extends from northeastern British Columbia and northwestern Alberta and terminates in the US Midwest. For more information, visit www.alliancepipeline.com.

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Media Contact:

Rob Gray
Senior Communications Advisor
(403) 517-7783
rob.gray@alliancepipeline.com
www.alliancepipeline.com