



**MEDIA RELEASE**  
**For immediate release**

## **Innovative Program Yields Exciting Corporate Partnership for Homeless Families**

Calgary, AB – December 17, 2012 – Through its new Alliance Charity Partners initiative, Alliance Pipeline has adopted *Inn from the Cold*, just in time for the holidays, as part of an innovative program that will benefit the charity and its client base of homeless children and families for the next two years.

The announcement follows a unique opportunity that was made available for small Calgary charities to apply to the program by submitting a short online video, viewable on YouTube or Facebook, outlining how up to \$100,000 could make a difference for the organization. Over 25 charities applied, whose videos have been watched by a collective total of almost 3,000 people.

“We thought this was a great way to get word out about some of the amazing but less known causes that help make our city great,” says Rob Gray, spokesperson for Alliance Pipeline. “The videos, available for anyone to watch, showcase some really great charitable work, and essentially provide a ‘library’ of causes for people to consider when donating, especially this holiday season.”

While the program served as a springboard for Alliance to adopt a single charity, the company was so thrilled with the response it made donations to 20 of the applicants, totaling \$58,000.

“We were blown away by the level of creativity and passion demonstrated by the videos. There are some truly excellent causes out there, and so we felt compelled to support many of them. And, with the holiday season upon us, I would encourage anyone to check out the video submissions and think about also supporting one or more of these inspiring causes.”

Alliance Pipeline employees were empowered with the decision on which charity to select, and they chose *Inn from the Cold*, which provides shelter, support and programs for homeless children and families. Alliance’s partnership with the organization will see employee fundraising efforts matched by a donation from the company, with a goal of raising up to \$100,000.

Gray says the company hopes its initiative will spur others to consider ways to support the charities that applied for the program. “A broad array of charities applied – from Agape Hospice and the Calgary Wildlife Rehabilitation Society, to Calgary Reads and the Kids Cancer Care Society. Each has a very compelling story to tell. I would encourage anyone to check out the videos as a way to find a great charity to support.”

The videos can be viewed on the Alliance Pipeline website: [www.alliancepipeline.com/charitypartners](http://www.alliancepipeline.com/charitypartners). For information on *Inn from the Cold* visit [www.innfromthecold.org](http://www.innfromthecold.org).

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