

THE LEGACY CHILDREN'S FOUNDATION



MEDIA RELEASE

TO: NEWS DIRECTOR

FOR IMMEDIATE RELEASE

MUSIC FACTORY PROGRAM STRIKES A "CHORD" WITH CENOVUS

(Calgary, Alberta, November 7, 2011) Legacy's Music Factory Program in Cold Lake recently received a \$50,000 boost from Cenovus Energy to double the number of youth receiving musical instruments, lessons and experiences in the recording studio.

The program, which has just begun its second year, operates through six schools in the Cold Lake area including Cold Lake First Nations and has been supporting 22 children and youth who otherwise may not have the opportunity to fulfill their musical dreams and polish their hidden musical talents.

The objective now will be to reach out to 20 additional young people in the cities of Lac La Biche and Bonnyville.

"Music is proving to be a very powerful draw for young people that assists them in completing their education and staying on a positive path in their communities – to date the program has been successful at meeting these two objectives at an 80%-plus level," said Darryl Wernham, Chief Executive Officer of The Legacy Children's Foundation - Alberta.

"Cenovus is thrilled to be part of the Music Factory program in the Cold Lake area," said Vicki Reid, Cenovus's Community Affairs Manager. "For us, it's about being involved and making positive differences by working with the people who inspire, lend a hand and make communities strong. We believe that by providing financially challenged youth with music experiences, it will contribute to their success in the community."

The pilot, initially funded by the Alberta Safe Communities Innovation Fund, now has the funding to enable Legacy to fulfill its mission of helping young people in becoming successful and contributing adults.

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