



Dreams Take Flight – Edmonton
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FOR IMMEDIATE RELEASE

***** PRESS RELEASE *****

**DREAMS TAKE FLIGHT EDMONTON SOARS TO UNIVERSAL
STUDIOS HOLLYWOOD AS THEME PARK ROLLS OUT THE RED
CARPET FOR DESERVING CHILDREN**

By Kristan Myers
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Edmonton, AB – For the 25th year in a row, dreams are once again taking flight for deserving children in Alberta and the Northwest Territories. Since its creation in 1992, Dreams Take Flight Edmonton has taken more than 3,500 children in the province on the trip of a lifetime. Air Canada, the principal sponsor of Dreams Take Flight, generously donates an aircraft each year which the non-profit organization uses to fly the children and adult chaperones to a major theme park for a magical adventure that takes place in the space of one day. This year, a lucky group of children will spend the day at Universal Studios Hollywood.

“We open the flight to any child that would not otherwise be able to experience the magic of a trip of this size. We have flexible criteria and we look for children who come from challenging family situations, medical backgrounds or social circumstances,” says Kyle Chrystian, President of Dreams Take Flight Edmonton and Vice President of Dreams Take Flight Canada. “Whether it is due to the growth of our charity or the downturn in the economy over the last few years, we’ve certainly seen an increase in the number of child nominations being made.”

And the charity doesn’t like to turn away any deserving child. Last year additional children, just over 50 from Fort McMurray, were added to the flight roster just a few weeks before the scheduled trip when Air Canada offered up a larger aircraft following the aftermath of the Fort McMurray wildfire tragedy. Prior to the flight and following the custom for the past several

years, each nominee received a full set of clothing which included a new pair of shoes, a hat and sunglasses. Post flight, every child left the Edmonton International Airport with a backpack full of donated treats and goodies. A photo journal, personalized with pictures of their experiences, followed them home a few weeks later.

“We thought our 24th flight was pretty amazing, but we knew we needed to dream bigger than anything we’d done in the past.” Chrystian explains. Specific details about this year’s flight remain a closely guarded secret because, while many of the organization’s local volunteers and sponsors know about this year’s venue, the children do not. On Sunday, September 10th, 2017, at the Double Tree by Hilton West Edmonton, all of this year’s selected children and their families have been invited to a “California Beach Party”. There the children will learn that they have been chosen to go on the trip of a lifetime . . . to Universal Studios Hollywood. This year’s specially planned event includes everything that has been done in the past as well as some VIP opportunities like having the children walk along the red carpet at the theme park’s main entry, arranging a private meet and greet with the park’s most familiar characters and providing them with exclusively selected souvenirs.

“Everyone knows the economy is in rough shape and this is certainly making us work harder and dream bigger,” Chrystian acknowledges. ““We are so grateful to Universal Studios Hollywood. They heard about what we wanted to do and they immediately jumped on board with our dream, growing it bigger than anything we could have ever imagined. The trip might only last a day, but we are hoping to give them memories that last a lifetime.”

For more information about Dreams Take Flight, to nominate a child or to make a donation, please visit www.yeg.dreamstakeflight.ca.

About Dreams Take Flight

Dreams Take Flight took wing in 1989 when a group of Air Canada employees in Toronto organized a trip of 70 special needs children aboard a DC-9 aircraft to a major theme park in Florida. By 1997, the charity had expanded to service 8 chapters across Canada, including Edmonton.

Dreams Take Flight is a 100% volunteer powered charitable organization. With the aid of Air Canada and the Air Canada Foundation, other national and local sponsors along with local businesses and community members, money is fundraised throughout the year to pay for all the expenses associated with the annual flight. Although the aircraft is donated by Air Canada each year, money raised is used to pay for the numerous expenses associated with the flight such as fuel for the aircraft, park admission for the children and volunteer chaperones, spending money for each group, and souvenirs and special clothing for each child. 100% of funds raised go to the charity and donations are warmly welcomed. As a registered Canadian charity, all financial donations over \$20 are tax deductible.

For more information about Dreams Take Flight, please visit our [website](#).

About Air Canada

Air Canada is Canada's largest full service airline and the largest provider of scheduled passenger flights within Canada, between Canada and the U.S., and to every major international destination.

Since the birth of Dreams Take Flight, Air Canada has been the principal sponsor of the organization. Every year in each of the 8 chapter cities, Air Canada donates the use of one of their jets for 24 hours. In the case of Edmonton, the jet arrives in the early morning hours on the day of the event. The volunteer flight crew flies everyone to Anaheim, where the jet remains at the airport while the children visit a major theme park for the day. The jet does not go back into Air Canada's normal operations until after the volunteers have returned from their trip.

For more information about Air Canada, please visit their [website](#).

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Photographs:



Air Canada, the principal sponsor of Dreams Take Flight, generously donates an aircraft each year which the non-profit organization uses to fly selected children and the accompanying chaperones to a major theme park in the United States, all for a magical adventure that takes place in the space of one day.



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