



## NEWS RELEASE

Wednesday, Apr. 14, 2010

Contact: Derek Lothian, Co-student Liaison and Communications Coordinator  
(613) 282-3665  
algonquin@icafrika.com

FOR IMMEDIATE RELEASE

### **First-year Algonquin College public relations students raise more than \$10,000 for the International Charity for Africa**

On Wednesday, April 14, first-year students of the Algonquin College public relations wrapped up their 22<sup>nd</sup> annual community affairs project, raising more than \$10,000 for the International Charity for Africa, or ICAfrica.

The month-long campaign, dubbed *Micro-credit, Macro-change*, featured eight diverse events throughout the Ottawa community, ranging from an art auction and benefit concert to a bowl-a-thon at McArthur Lanes.

“This project is designed to offer students hands-on experience applying what they’ve learned over the past eight months,” explains Derek Lothian, co-student liaison and communications coordinator with ICAfrica. “Given the nature of what this organization does, \$10,000 is an enormous amount of money. It will have a significant impact reducing extreme poverty for the people of sub-Saharan Africa.”

ICAfrica is a registered Canadian charity that provides micro-financing and small business training to some of the world’s most impoverished entrepreneurs. It estimates that the money raised through this campaign will generate as many as 250 jobs.

- more -

---

*First –year public relations students raise more than \$10,000 for ICAfrica – 2*

“Over the course of our programming, we’ve found that every \$40 invested generates, on average, one sustainable, life-changing job,” says Lothian. “That makes a huge difference to the quality of life of African families. Everyone involved in this campaign should be very, very proud of the difference they’ve made in such a short amount of time.

*Founded in 2007, the International Charity for Africa – or ICAfrica – is a registered Canadian non-profit organization committed to alleviating extreme poverty through enterprise development. One-hundred per cent volunteer based, ICAfrica has distributed more than \$77,000 to more than 450 qualified projects, primarily in eastern Nigeria and northern Ghana.*

- 30 -

15/4/10  
DL (0001)

---