



## MEDIA ADVISORY

### **CNE Foundation 50/50 Raffle**

*Help support the CNEF's community initiatives by purchasing 50/50 tickets!*

- WHAT:** This year, the **Canadian National Exhibition's** "in-person" event moves online during the planned fair dates (August 21 to September 7) @ **TheEx.com!**
- Visiting the **CNE at Home virtual experience**, can also be a winning proposition! Even though the CNE had to close its gates this season, patrons can still support the **CNE Foundation's** community and youth programs by purchasing **CNE Foundation 50/50** raffle tickets (3 for \$5; 10 for \$10; 60 for \$20).
- Patrons who purchase **CNE Foundation 50/50** tickets have a chance to take home the **cash Grand Prize!** Ticket purchasers are also automatically entered for a chance to win one of two Consolation Prize **Staycation Packages** sponsored by **Hotel X Toronto**, which reopens September 9 (once the NHL bubble has closed)! To purchase tickets, visit: **CNEF5050.com**. License # 12160.
- The CNE Foundation's 50/50 raffle is supported by **98.1 CHFI** and **KiSS 92.5**.
- DATE:** **Now through Monday, September 7, 2020**, at 11:59 p.m.
- WEBSITE:** Online at **CNEF5050.com**
- PROCEEDS SUPPORT:** Raffle proceeds support CNE Foundation programs, including Community Grants, Community and Youth Programs, including youth sports and arts programs, and the Eamonn O'Loghlin Scholarship Fund. This year, partial raffle proceeds support musicians impacted by COVID-19 event and performance cancellations through a CNEF Community Grant to the Unison Benevolent Fund.

#### **Unison Benevolent Fund:**

Unison Benevolent Fund is a non-profit, registered charity that provides counselling and emergency relief services to the Canadian music community. We are an assistance program – created and administered for the music community, by the music community – designed to provide discreet relief to music industry professionals in times of crisis through financial assistance and counselling and health solutions. For more information, please visit [unisonfund.ca](http://unisonfund.ca).

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