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**MEDIA RELEASE**

**FOR IMMEDIATE RELEASE**

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**BC HRMA Continues Support of Muscular Dystrophy Canada**

**Kelowna, BC Canada** – The BC Human Resources Management Association (BC HRMA) was pleased to donate a cheque of \$1,420 to the Okanagan branch of Muscular Dystrophy Canada (MDC) last week.

BC HRMA raised the funds during its Annual Holiday Silent Auction with items donated from human resources practitioners in the region, including a coveted signed Jerome Iginla hockey jersey.

Cathy Cunningham, local representative of MDC, and her son Daniel received the donation from Tim Read, member relations manager for BC HRMA. Daniel suffers from muscular dystrophy but takes part in many activities that the charity organizes in the Okanagan, including his favourite—power wheel-chair soccer.

MDC is BC HRMA's corporate charity of choice. Over the past four years, BC HRMA has donated more than \$63,000 to the charity, specifically supporting the Bridges to the Future program.

MDC's Bridges to the Future is an innovative program designed to address the issues of youth with physical disabilities and their transition into adulthood. The primary goal of the program is to empower youth with physical disabilities, aged 17-24, to reach their full potential as valued, independent, contributing members of society. Support and opportunities are available to youth in areas such as education and employment, volunteering, life skills development, relationship building, and community participation. For more information, please visit [www.bridgestothefuture.ca](http://www.bridgestothefuture.ca).

A non-profit organization, BC HRMA is dedicated to advancing professional people practices through professional development opportunities, such as conferences, workshops, symposiums, and mentorship and volunteer programs. The association provides leadership to more than 4,600 members and 3,000 affiliates that collectively represent CEOs, directors of HR, consultants, educators, students, HR generalists, and small-business owners. Established in 1942, BC HRMA is B.C.'s largest HR association, a founding member of the Canadian Council of Human Resources Associations (CCHRA), and the exclusive grantor of the Certified Human Resources Professional (CHRP) designation in British Columbia. For more information, please visit [www.bchrma.org](http://www.bchrma.org).

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