

PRESS RELEASE

FOR IMMEDIATE RELEASE

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SWEET SUPPORT FOR SPECIAL OLYMPICS BC WITH CHOCOLATE INUKSHUKS

(Vancouver, BC) With the world watching the best in athletic prowess in the Vancouver 2010 Olympic Games, one local business is working to drive awareness and fundraising for Special Olympics BC through a uniquely British Columbian way. Daniel Chocolates, a local, family run Belgian chocolaterie created a giant 1.5 metre chocolate statue in the shape of the iconic Inukshuk, now the symbol to the world of the Vancouver 2010 Winter Games. Tourists and locals alike have been snapping up pictures of the window display. The giant Inukshuk was unveiled on February 10th and is to stay on display right through to the end of the Paralympics, though the website warns, "if the sun shines a little too strong we may have to bring it in early."

Says owner Daniel Poncelet, "the local response to the Inukshuk is fantastic and inspired us to give back to the community that we live in and love. When we approached Special Olympics BC, an organization that both my wife and I are big fans of, we wanted to find a way to fundraise that was unique and accessible."

Michael Campbell, Chair of Special Olympics BC, said "This is a terrific example of a Vancouver company taking initiative to help some very special athletes and their families. Their support makes a big difference."

The iconic chocolate bars are available in all Daniel Chocolates locations at a cost of \$5, GST included. All proceeds from all 500 Special Olympics BC Inukshuks go directly to support the organization.

Daniel Chocolates was founded in 1981 with the flagship Robson store and now operates in 8 different locations, including one in Toronto. Daniel was born and raised in Belgium and has been committed to the fine artistry of creating the best in Belgian chocolates using only the highest quality ingredients and traditional chocolate making techniques.

For more information on Daniel Chocolates please go to www.danielchocolates.com.

For more information on Special Olympics BC please go to www.specialolympics.bc.ca.

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Media Contact

Kim Bowie

Social Media & PR
BRANDFX Advertising, Design & Interactive
Studio E, 15 Chesterfield Place
North Vancouver, BC, Canada
V7M 3K3
Tel: 604 988 1407 ext. 230
Cel: 604 831 2415