



For immediate release

Thursday, July 11, 2013

Official Launch of the “Devenez une superstar en collecte de fonds” Cross-Canada Tour!

Gatineau (Quebec) – In the spirit of Canada Day, **Superstar Fundraising** would like to announce the launch of its cross-Canada conference tour, “**Devenez une superstar en collecte de fonds,**” provided by **ProDon**.

From October 2013 to December 2014, **Ken Villeneuve** will be holding no less than 100 **FREE** conferences for various francophone and francophile communities across Canada. Despite his young age, Mr. Villeneuve has achieved many personal and professional fundraising goals. A go-getter, a creative mind, but mostly a visionary, he is not afraid to set goals and overcome obstacles in order to successfully carry out large-scale projects. These conferences will also star a Hollywood superstar, none other than the world-famous animated film actor, **Brad Pig!**

Guests will get to parade down the Superstar Fundraising red carpet and have their picture taken before making their way to their seats. These conferences are of particular interest to those who work and volunteer for nonprofit organizations; however, they are intended for anyone who wishes to learn more about fundraising.

The material will be presented in a fun and interactive way, using as much new technology as possible—such as HD video, 2D-3D animation, tablets, smart phones and social media. For example, guests will be able to participate in the presentation and interact with the speaker by accessing various social networks from their tablets or smart phones. Therefore, the content of each conference will be tailored to the needs of its audience.

The speaker's presentation will be focused on the following six themes:

1. The "Wow!" Effect
2. Planning and organizing a fundraiser
3. Creating a sponsorship opportunity package: an essential step in every fundraiser
4. Communication and marketing strategies
5. Fundraising activities
6. Online fundraising and making use of new technology

After the conference, each guest will be able to download a **FREE** e-guide in magazine format, the look and content of which can be personalized to their personal fundraising needs. During school presentations, this guide can serve as a handbook. This tour will also be used as an opportunity for Superstar Fundraising to introduce another fundraising tool, an online site designed to help people create their own sponsorship opportunity package. The conferences will be given only in French; however, the e-guide and sponsorship opportunity package site will be available in both French and English.

This tour is made possible by the support of the following invaluable national partners: **the software ProDon by Logilys**, Mobile Giving Foundation Canada, the St-Albert Cheese Co-operative, and Impressions Inc.

It should also be mentioned that, long before this official launch, the *Fondation franco-ontarienne*, the *Association canadienne-française de l'Alberta*, and the *Fédération des francophones de la Colombie-Britannique* had already committed to supporting the "Devenez une superstar en collecte de fonds" tour in their respective provinces.

The official launch, provided by PXL Media, will take place at the Shenkman Arts Centre in Orleans on Monday, October 21, 2013 at 7:00 p.m.

To obtain more information on tour dates and to view the **promotional video**, everyone is invited to visit **www.superstar-fundraising.com**.

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For more information or to request an interview, please contact Ken Villeneuve directly:

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