



For Immediate Release
March 31, 2006

ALTRUISTIC COUPLE CLIMB EVEREST FOR CHARITY

Toronto -- **Rob Follows**, Founder and Chairman of **Altruvest Charitable Services** and his wife, **Katrina Sandling**, will return back to Mount Everest in May 2006 in a second attempt to trek to the top in support of the Everest for Altruvest fundraising campaign. During their trek to Mt. Everest in 2005, poor weather conditions made it too dangerous for them to summit to the top of so they had to turn back at 26,000 feet last year.

Everest for Altruvest is a fundraising initiative with the goal of raising over \$1,000,000 as part of the Altruvest Vision Fund. The purpose of the campaign is to create a long-term Endowment Fund so that Altruvest can continue helping hundreds of charities improve their performance in the years to come by providing the tools that they need in order to be stronger and more effective. The couple's altruistic wish is to inspire more contributions to Altruvest, all of which will leveraged to help small and medium sized charities in Canada contribute more to their communities.

Why Everest for Altruvest? Rob Follows commented, "With over 250,000 board volunteers needed annually, most Canadian charities need help to find the skilled and dedicated volunteers to build better governed organizations and deliver more services to their communities. Altruvest is a bridge between new business and professional volunteers who can contribute a lot to the charitable sector and charities that need and want new board members."

He continued "As Everest inspires people to stretch their performance, so too can Altruvest, through further funding, help charities improve their performance and strengthen communities. Through a growing donor base, Altruvest can generate tools for charities for generations to come. And in closing, "just as Everest has become an international inspiration, Altruvest, as a Canadian best practice charitable organization, will also become an inspiring global leader."

Murray Koffler, Founder, *Shoppers Drug Mart and Philanthropist of the Year Award recipient* remarked, "Altruvest has made an enormous contribution by innovating the means whereby volunteers are encouraged and assisted to serve on boards of charitable organizations. This further expands their ability to serve the communities they support. As well, Altruvest assists these organizations in improving their governance to function more efficiently. Rob Follows' exciting venture, with Katrina, climbing *Everest for Altruvest* will go a long way in highlighting their work and deserves every support".

In conclusion he added, "One should also underline that this is not a self promoting stunt. 100% of donations go directly to charity and Rob and Katrina are covering all of their own costs for the climb."

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This climb marks the seventh of Rob and Katrina's 'seven summits' on their goal to scale the highest summit on each continent in support of the Everest for Altruvest campaign. So far, they have successfully summited:

Kilimanjaro, Tanzania	(19,563 ft.) Oct. 2003
Aconcagua, Argentina	(22,841 ft.) Jan. 2004
Elbrus, Russia	(18,481 ft.) Aug. 2004
Vinson, Antarctica	(16,066 ft.) Nov. 2004
McKinley, Alaska	(20,320 ft.) June 2005
Mt. Kosciuszko, Australia	(7,310 ft.) Dec. 2005

With a departure date of March 31st scheduled, altitude training and physical conditioning are extremely vital so to ensure they are in top condition for this trek, Rob and Katrina have been training extensively in high altitude locations. Weather permitting if they reach the top of Mt. Everest then they will be the first North American couple to successfully summit the tallest mountains on all seven continents!

So far, the campaign has reached one-third of the \$1,000,000 goal with pledges made for every foot that they climb. No pledge is too small- whether it is \$.25 or \$25 per foot, any amount helps so that Altruvest can continue assisting charitable organizations and building capacity within the sector.

For more information, or to contribute to this campaign, please contact William Pace, Chief Development Officer at 905-696-5140 or wpace@altruvest.org via email or log onto www.altruvest.org/EverestforAltruvest.html.

- Photos available upon request

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