



Media Release

August 8, 2019

Currie Museum and Evergreen Park Partner on Fundraising Effort

Evergreen Park will look more like Jurassic Park on August 25.

The Philip J. Currie Dinosaur Museum and the multipurpose venue are joining forces to present the fourth annual Mr. Mike's Paint The Park Purple – Race For The Cure, an event to increase awareness of pancreatic cancer and raise funds for research. Monies generated by the Dinosaur Derby component of the afternoon will support the museum.

This free family event starts at 1 p.m. with the last horse races of the season. Kids can take in activities that includes a large dig pit with prizes to be discovered, a fossil and information table, and dinosaur face painting. A \$5 donation permits entry into a prize a draw and photos to be taken with a favourite prehistoric creature!

The Dino Derby begins on the race track immediately following the horse races. Companies can sponsor racers adorned in dinosaur costumes and supporters are encouraged to cheer them on from the grandstands. Pledges raised and sales of dinosaur outfits also benefit the dinosaur museum. Competitors have until Aug. 15 to enter the Derby. Entry and sponsorship details are at <https://dinomuseum.ca/events/dino-derby/>

As part of the Race For the Cure, visitors to the Park are invited to dress in purple for a chance to win prizes. A \$5 entry allows individuals to toss a purple Frisbee at a purple tractor tire on the track to vie for a \$1,000 Marlin Travel gift certificate. Other activities include a silent auction. Food and beverages will be available, including a special purple drink to mark the occasion.

"We're thrilled to partner with Evergreen Park to support an important cause and to raise funds for the Museum in a fun way," says Brittany Westbury, Events and Communications at the Museum. "Our staff enjoy these opportunities to get involved in community efforts. This is a great event to showcase the Park and Museum while drawing awareness to this form of cancer and vital research."

“Evergreen Park is looking forward to working with the Philip J. Currie Museum staff and the community on the Mr. Mike’s Paint the Park Purple – Race For The Cure,” says Don Moon, Marketing and Sponsorship Manager at Evergreen Park. “It is going to be a fun and unique event that will appeal to the entire family and a great way to end up The Horses At Evergreen Park for 2019.”

“Mr. Mike’s supports the dinosaur museum and its efforts to fund-raise and expand its profile in the community and is happy to offer this opportunity for them to do that. The addition of the dinosaur races will also help attract more people to this event and aid in fundraising efforts for pancreatic cancer research.”

Brad Richards, General Manager of Mr. Mike’s, has been a huge supporter of Evergreen Park for many years and that continues with his restaurant’s sponsorship of Mr. Mike’s Paint The Park Purple – Race For The Cure for the fourth year in a row, says Moon.

This fundraiser is something close to Brad’s heart as his family has been affected by pancreatic cancer. His focus is on creating awareness of the disease in the community in addition to raising money for research.

Having the Dino Derby as part of this year’s Purple Day will definitely help attract more people and create more awareness.

About the Philip J. Currie Dinosaur Museum and Evergreen Park

The Philip J. Currie Dinosaur Museum – a 41,000 square foot world-class facility named for Canada’s preeminent palaeontologist and highlighting the rich fossil resources of Northern Alberta – opened its doors to the public on September 26, 2015. It is Canada’s second devoted dinosaur museum, and is located 19 kilometres west of the City of Grande Prairie in the Town of Wembley.

Evergreen Park is the largest multi-purpose events and recreation centre in northwestern Alberta. Under the umbrella of the Grande Prairie Regional Agricultural & Exhibition Society, established in 1910, Evergreen Park is a charitable non-profit operated by a volunteer board made up of community members. Evergreen Park is located on the southern outskirts of the City of Grande Prairie.

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