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Challenge accepted



Photo Olivia Rutt

ALS has raised 20 times more than they ever have before due to ice bucket challenges and donations. See pages 2 and 3 for story and photos.

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ALS ice bucket challenge raises money in Whitecourt

By Olivia Rutt
Whitecourt Press

Whether or not you think it is a fad, you've donated, or you've participated, the Ice Bucket Challenge for Amyotrophic lateral sclerosis (ALS) has taken the social media world by storm.

Whitecourt has seen some great challenges. From the people of Whitecourt, to the Whitecourt Wolverines, and to Whitecourt Fire, people have donated in order to participate in the challenge.

A friend nominated Pamela Landman and Caitlyn Tettrie for the Ice Bucket Challenge, but they wanted to take it one step further. They created a Facebook group to see how many people would join in to donate.

"We figured we'd do a little twist and get as many people as we could and get as much money as we could to donate," said Landman.

Eighteen people joined in, including Whitecourt Mayor Maryanne Chichak.

"I was actually nominated by three different individuals and I think, secondly, as a community leader, you need to step up and set an example for organizations that put their foot forward to fundraise for good events such as this one," said Chichak. "To do the fundraising, along with bringing awareness to ALS, is very important because a lot of people aren't very aware of Lou Gehrig's disease and how devastating and debilitating it can be."

The event raised \$470 for ALS in the time it took to throw water on their heads. They nominated the Town of Edson and Woodlands County Mayor Jim Rennie.

"I feel so good about this and so happy that everyone came out and got cold and soaking wet," said Landman.

Even the Whitecourt

Fire Department got in on it. Fifteen firefighters were hosed down with ice-cold water, raising \$390.

"We wanted to help out and raise the issue of ALS, raise money, get wet, and have some fun," said senior firefighter, Natalie Watson.

They, in turn, have nominated Whitecourt RCMP, Fox Creek Fire Department, Associated Ambulance, Woodlands County Fire Department, and Lac Ste. Anne Fire Department. The Whitecourt RCMP and Associated Ambulance have completed the challenge.

Spruceland Ford was nominated and completed its challenge. The amount raised will be known later in the week, and Greg Kallal, owner of the Ford dealership, will match the donation up to \$500.

The ice bucket challenge requires the participant to donate \$10 to the ALS Association and

dump a bucket of ice water on his or her head. The participant then nominates another person to complete the challenge for a \$10 donation or a \$100 donation if the nominee does not complete the challenge.

ALS is commonly known as Lou Gehrig's disease. It is devastating to those who are diagnosed. As the motor nerves die away, sclerosis occurs. Progression of the disease will cause the muscles required for breathing to be affected. According to ALS Canada, 80 per cent of those with ALS die within two to five years of the diagnosis.

Some criticism of the challenge has arisen including some people taking the challenge only to get their 15 seconds of fame. Searching "failed ice bucket challenge" on YouTube will give you numerous videos that barely mention ALS.

However, the numbers have been staggering.



Photos Olivia Rutt

ALS Canada has raised its goal of \$5 million and is pushing for a new goal of \$7.5 million. This past weekend, the ALS Association in the United

States had collected over \$79 million and is still going strong. As a comparison, they raised \$2.1 million in the same period of time last year.



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More ALS ice bucket challenges



Whitecourt RCMP and Associated Ambulance were challenged by the Whitecourt Fire Department. They went to Rotary Park for the extra-large bucket challenge.



Photos Olivia Rutt

REGULAR MEETING SCHEDULE RESUMES IN SEPTEMBER

Council will resume its regular meeting schedule in September. The next meeting will be held on Monday, September 8 at 7:00 p.m. in Council Chambers at the Forest Interpretive Centre.

Council's meeting schedule is as follows:

- Council Meetings are held on the second and fourth Monday of the month at 7:00 p.m. in Council Chambers at the Forest Interpretive Centre.
- Policies and Priorities Committee Meetings are held on the third Monday of the month at 4:00 p.m. in the large boardroom at the Town Office.

Whitecourt Town Council encourages the public to attend all Council Meetings and reminds residents that a Public Input Session is included in every meeting agenda to allow you the opportunity to speak to Council.

If you have any questions regarding the meeting schedule, please contact the Town Office at 780-778-2273.

PUBLIC NOTICE

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Spruceland Ford employees did their challenges in groups.

Greg Kallal, owner of Spruceland Ford, will match their donations up to \$500.

