



For Release, Wednesday, January 6, 2010

An Exciting New Fundraiser for Central Alberta

Businessman Helps CCFC Red Deer Chapter raise money for Crohn's and Colitis Research!

The Crohn's and Colitis Foundation of Canada (CCFC) is pleased to announce a strategic fundraising alliance with CGL Strategic Business & Tax Advisors (CGL) in the Central Alberta region.

"I am very excited about this project! The CCFC is so close to my heart as we need more research to find the cure for those who suffer from inflammatory bowel disease. . I appreciate CGL's efforts tremendously!" states Sonya Gentner, President of the Crohn's and Colitis Foundation of Canada's Red Deer Chapter.

Cory G. Litzenberger, CMA, CFP, F.CIM, the founder of CGL and a 12 year ulcerative colitis sufferer was in the Red Deer Regional hospital with the disease during April 2009, also known as tax season. Lying in bed with his laptop, he continued to complete tax returns for his clients while letting them know about the disease, and why he was in the hospital. Litzenberger was surprised how many of his clients were not familiar with his chronic disease.

Thanks to the CCFC's efforts in funding research to find the cure for all types of inflammatory bowel diseases, Litzenberger was able to be released from the hospital without any surgery required.

As a result of his experience, Litzenberger began looking for a way to increase awareness of his disease locally, and how to assist fundraising for research during an economic downturn in which many charities are strapped for cash and not able to promote awareness on their own.

As part of this strategic alliance, CGL developed a two-pronged approach to raise awareness and donations:

- 1) CGL is donating advertising space to the CCFC on all advertising, invoicing, statements, and brochures that CGL creates.
- 2) CGL is offering a matching program to clients that donate to the CCFC. CGL will match a client's donation to the CCFC up to 10% of the client's bill, effectively doubling the donation to the CCFC. In addition, CGL is offering a reduction in its bill by the lesser of \$75.00 or 10% of their cash donation to the CCFC pursuant to the Canada Revenue Agency *de minimis* threshold.

"I hope that other businesses will develop similar plans to help out charities in need," says Litzenberger. "It's what every good corporate citizen should do."

The Crohn's and Colitis Foundation of Canada (CCFC) is a voluntary, not-for-profit, medical research foundation dedicated to finding the cure for Crohn's disease and ulcerative colitis. The Foundation is also committed to educating IBD patients, their families, health professionals and the general public about the diseases. For more information about the CCFC, please visit www.ccfc.ca.

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For more information, please contact Sonya Gentner, President of the CCFC Red Deer Chapter at 1-888-884- 2232 (email: reddeer@ccfc.ca) or Cory G. Litzenberger, CMA, CFP, F.CIM at 403-986-3829 (email at cory@cgltax.ca)

Cory G. Litzenberger will be making a public announcement and will give opportunity for questions from the media after his presentation on Tax Planning vs Tax Preparation at the Red Deer Chamber of Commerce Ambassadors' luncheon, Wednesday, January 6, 2010, 11:45am start at the Red Deer Lodge, 4311 - 49 Avenue, Red Deer.