



## PRESS RELEASE

### For Immediate Release

July 14, 2011

## 9LIVES ADVENTURES ANNOUNCE LAUNCH PARTY AND FUNDRAISER

Vancouver, BC – 9Lives Adventures is hosting a fundraiser event at Library Square on Thursday August 4<sup>th</sup> 2011 to raise funds for the purchase of a fully accessible and wheelchair lift equipped paratransit bus. Operating along the West Coast of BC, 9Lives Adventures is set to offer the first ever adventure tour operation of its kind to both able and disabled adrenaline seekers. If being thrown off a 300ft bridge, or freefalling from 10,500ft, or Atving to the top a mountain tickle your nerves, then 9Lives Adventures is just for you.

**9Lives Adventures would like to invite the community, stakeholders, sponsors, and media to the official Launch Party and Fundraiser. This major event will feature live acts, silent auction, door prizes and much more. To purchase tickets in advance or to become an event sponsor, please email [karimladki@9livesadventures.com](mailto:karimladki@9livesadventures.com) or [alyssa@9livesadventures.com](mailto:alyssa@9livesadventures.com). Funds raised will go toward the purchase of an accessible paratransit bus. For more information, please visit the event page <http://www.9livesadventures.com/category/events/>.**

It is estimated that at least 25 million persons have mobility problems. Of these, approximately 500,000 use wheelchairs. People use wheelchairs as a result of a variety of disabilities, including spinal cord injury, multiple sclerosis, muscular dystrophy, spina bifida, arthritis, cerebral palsy, polio, etc. Wheelchairs provide mobility for persons with paralysis, muscle weakness, lack of coordination, nerve damage, and/or stiffness of joints.

9Lives Adventures is trying to change the mentality of traditional accessible travel and tourism. Just because a person is confined to a wheelchair does not mean that they cannot do what any other able bodied person can. 9Lives Adventures is determined to change society's perception on the ability of disabled persons. "I want 9Lives Adventures to change people's lives. I want those people sitting in hospital beds who thrived on the life of adrenaline sport prior to their accidents to know it can be done again. The very things that made their hearts pump and pulses race, are still a choice. They can still skydive, bungee jump, ATV and snowmobile. There are no limitations. When one feels all hope is lost, 9Lives Adventures will be the inspiration that they need to carry on and be strong." ~ Karim Ladki.

To find out more about 9Lives Adventures, visit our website at [www.9livesadventures.com](http://www.9livesadventures.com).

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#### **For more information contact:**

Karim Ladki  
Founder, Owner/Operator  
9Lives Adventures Inc  
Phone: 778.835.5483  
Email: [karimladki@9livesadventures.com](mailto:karimladki@9livesadventures.com)  
Web: <http://www.9livesadventures.com/>

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