



For release: January 27, 2012

Media Release

The Ultimate Deep Purple Experience Auction For the Lakes District Tragedy Relief Fund

On Friday January 20th, the town of Burns Lake was forever changed by an explosion at the Babine Forest Products sawmill site.

The town of Burns Lake needs the help of its neighbouring communities to recover from this, and on Friday February 3rd it will get just that.

99.3 The Drive, Deep Purple, Long & McQuade Musical Instruments, and Paul Mercs Concerts have come together to help raise funds and awareness for the people of Burns Lake.

Starting at 6:00 AM February 3rd, 99.3 The Drive will auction off 'The Ultimate Deep Purple Experience': 2 tickets plus a chance to meet members of Deep Purple, a Deep Purple Music Library, and Epiphone Les Paul Special II guitar donated by Long & McQuade Musical Instruments and signed by the band!

To make bids, please call (250)649-0993 beginning at 6:00 AM. The phone lines will be open until 5:40PM, with the winning bidder announced at 5:45 PM. Follow 99.3 The Drive on Twitter and the Facebook Fan Page for updates on the current bid throughout the day. There will be continuous live updates starting after the 5:00 PM News, until the bidding is closed. All proceeds of the auction will go to the Lake District Tragedy Relief Fund.

The Rotary Club of Prince George will also be collecting cash donations for the Lake District Tragedy Relief Fund at CN Centre the night of the concert, February 23rd. Donations can also be made on-line via the link at www.993thedrive.com.

Thank you to everyone for your support of the people of Burns Lake!

-30-

For more information, contact Adam Lovell, Promotions Coordinator of the Jim Pattison Broadcasting Group, Prince George Division – by phone (250)960-1370 or e-mail alovell@ckpg.com