

MILTON TOWN COUNCILLOR TAKES 'EXTREME' LEAP FOR CHARITY

www.gravitygivesproject.ca

For Immediate Release--Milton, Ontario

BY DAY...*he's a mild-mannered manager of an automotive services business in Georgetown, Ontario.*

BY EVENING...*he's a champion of taxpayers, local youth groups and women's shelters, as an elected Councillor for the Town of Milton, Canada's fastest growing community.*

BUT ON WEEKENDS...*he is able to leap from tall structures in a single bound...as an extreme bungee jumper!*

IS HE THE NEXT GREAT SUPERHERO? *Greg Nelson will try to break the record for the most number of bungee-jumps off the 220-meter (728 foot) Verzasca Dam in Switzerland, while raising funds for hometown charities.*

THE "GRAVITY GIVES" PROJECT

On Saturday, September 26, 2009, Greg Nelson, age 44, will leap from the 728-foot high Verzasca Dam, Switzerland, made famous in the 1995 James Bond film Golden Eye and again in the first episode of the 14th season of The Amazing Race. Greg is determined to exceed EIGHT jumps in one day...putting his body (and mind) through a grueling challenge.

Bungee-jumping from that height, Greg will reach a speed of 140 km/hour in mere seconds. His body will endure 4 G's, akin to the training astronauts must go through. A bungee jump from that height will have an initial recoil of 420 feet or nearly 40 storeys!

WHY? "It's on my 'bucket list' of feats I want to experience in my lifetime," Greg states. "And by tying it to raising funds for three incredible home-town charities, I will be helping to make a difference in hundreds of lives in my community."

Greg Nelson is working with three notable local charities—The Deck Youth Centre of Milton, Halton Women's Place shelter and The Halton Learning Foundation—all of which he has become involved with as a concerned Milton resident since 2001 and Town Councillor since 2007.

This all started with Greg wanting to return to what he loved doing—bungee-jumping (after a 12 year absence!). However he began to recognize the potential to raise awareness and money for charity by rallying the extreme community and its fans to his side—along with the general public. He thought that the idea of a politician in his mid-forties throwing himself off one of the highest dams in the world had to catch some people's attention. He recruited a team of volunteers, all experts in fundraising, marketing and website management, to make it work. A naturopathic doctor and a personal trainer have lent their expertise to the project so that Greg will have the best chance of achieving his goal. This will involve a strict diet and nutrition program as well as core strength training and aerobics. Greg will also be doing several practice sessions throughout the summer, including an August 15th training run at Great Canadian

Bungee, in Wakefield, Quebec—just 20 minutes from Ottawa where he is set to attend the Association of Municipalities of Ontario (AMO) conference the next day.

Greg Nelson knows the challenges ahead of him. In the mid 1990's Greg ventured into the extreme world. He completed 17 skydives in Ontario as well as Nevada. Then he got hooked on the thrill and the challenge of bungee jumping. He performed a total of 27 bungee jumps in Ottawa, Ontario; Las Vegas, Nevada; and at Great Canadian Bungee (GCB) which is the highest in North America at 200 feet. In 1997 he surpassed the record, completing the most number of jumps by a customer in a day by doing 7 jumps in just 3 hours.

The charity aspect of the Gravity Gives Project is the most important element. One hundred per cent of all donations will go directly to the three chosen charities. Greg Nelson is footing the bill for all of his expenses to travel and jump in Quebec and then in Switzerland. All of his support team members have donated their time and expertise to the project.

Donations, which will be divided equally among the three charities, can be made online at www.gravitygivesproject.ca and by mail. The Halton Learning Foundation is committed to enriching learning opportunities and eliminating barriers to learning for area students. The Deck Youth Centre Milton works with more than 600 teens each year providing mentoring, guidance and referrals for youth in crisis. Halton Women's Place provides shelter and crisis services for abused women and their children.

Full details of the project are available at www.gravitygivesproject.ca.

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