

**MILTON TOWN COUNCILLOR SETS BUNGEE JUMPING RECORD
--IN SWITZERLAND**

www.gravitygivesproject.ca

For Immediate Release--Milton, Ontario

He did it! After setting himself a seemingly near-impossible goal earlier this year, forty-four year old Greg Nelson, Councillor for the Town of Milton, has successfully completed a record twelve jumps in one day from the 728-foot Verzasca Dam in Switzerland. The feat, accomplished on September 26, 2009, was designed to draw attention and fundraising to his charity project, "Gravity Gives".

(www.gravitygivesproject.ca)

"Exhilarated! Exhausted! Physically and mentally pushed to the limit!" Nelson described his ordeal. "I've been practicing and building to this moment all year but the Verzasca Dam is more than 300% higher than the Canadian jump site. The sensations of that first jump were indescribable! I couldn't have done it without the support of Anton Draganits and his crew at '007 Goldeneye Bungee' at Verzasca Dam."

"My first sight of the dam was beyond intimidating! It would fill four or five city blocks and it's over 70 storeys tall!"

Bungee-jumping from the Verzasca Dam, Greg reached a speed of 140 km/hour in just seconds. The initial recoil alone reached a height of nearly 40 storeys (420 feet) and his body endured 4 G's, not unlike what astronauts train for.

The 12 jumps were completed over a span of eight hours. Greg noted that the 9th and 10th jumps were the hardest because by then his ankles had already started turning purple with bruising. The team wrapped his ankles in t-shirts to provide some padding. Then after the 11th jump, his leg muscles cramped and spasmed, delaying the final jump for nearly an hour.

"I was as prepared as I could be for this once-in-a-lifetime experience," Nelson explained. "In July, I completed a record sixteen 200-foot bungee jumps in one day with the help of Matt Lawrence and his team at Great Canadian Bungee near Ottawa. I've been working with a naturopathic doctor and a personal trainer to prepare my body and mind. Although many have been skeptical and some have laughed, I've taken this challenge very seriously...for my own personal safety and satisfaction and most importantly, for the charities that I hope will benefit."

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.

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. 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 until October 23, 2009. 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.

***For more information or to arrange an interview,
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Note: Greg will be returning from Switzerland on September 30th and will be available for interviews from October 1st onward.

A Welcome Home party is planned for Greg on Thursday, October 1st at 7:00 pm at The Deck, one of the three named charities. The Deck is located at 200 Main St. E. (BACK ENTRANCE) Milton. Everyone is welcome.