

# Announcement

December 13, 2011

## **Trace Associates Inc. Supports “Movember” Campaign**

Calgary, Alberta – Darrell Haight, President of Trace Associates Inc. (Trace), is pleased to share that the 2011 Trace Movember team “Team Boogie Nights” significantly exceeded our fundraising goal of \$5,000 and met our participation goal of 100% male participation in the 2011 “Movember Challenge”. Movember raises funds and awareness in support of preventing and ending prostate cancer. Participants all over the globe commit to growing a moustache (or a “Mo”) for the entire month of November, generating conversations about men’s health somewhat akin to the Pink Ribbon campaign for breast cancer awareness.

Jason Hampson quarterbacked the team and Trace employees were able to raise \$6,452 from friends, family, and Trace employees. The company also added \$1,000 because the team met their participation goal to make the total \$7,452. The top individual on the Trace Team was Sales and Marketing Manager, Bryce Taylor, who was able to achieve \$1,300 in donations.

### **Bryce’s Remarks**

Bryce states: “My Grandfather passed away from prostate cancer and early detection could have extended his wonderful life. This cause is so important to male health, as so many men still won’t talk openly about their health or health issues. I am proud of what Trace has accomplished in supporting Movember and Prostate Cancer Canada. If you haven’t already, please book your annual checkup today.”

### **About Movember**

In 2011, over 246,000 Canadian participants officially registered their “Mo” and their campaigns reportedly generated over \$39 million for Prostate Cancer Canada – the largest Movember campaign in the world. These funds enable Prostate Cancer Canada to fund vital research that will lead to better screening tests and treatment options and to run support services for men surviving prostate cancer. Further, a recent survey of the Movember community found that because of their involvement in Movember, 76% of participants have had a general health checkup and over 80% have openly discussed men’s health issues with their friends, family, and colleagues (<http://ca.movember.com/about/awareness>).

### **About Trace Associates Inc.**

Founded in 2006, Trace is a 100% employee-owned environmental consulting firm serving all market sectors in Western Canada. Trace’s team of energetic professionals is capable of managing and efficiently completing all types of projects. We take pride in our enthusiasm, focus on safety, and client responsiveness.

Trace values its employees and provides a rewarding, collaborative, and secure working environment. At Trace, team members benefit from the opportunity to work on projects with renowned clients, take ownership in the company, and grow and develop their careers and skill sets within the firm.

### **For further information, contact:**

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