



British Columbia
Schizophrenia Society
– Victoria Branch



Media Advisory

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Bungee Jumpers Bare All **Experience, training not required for Fourth Annual Naked Bungy Jump for** **Schizophrenia**

February 17, 2010: As Vancouver prepares to welcome elite athletes from all over the world, WildPlay Nanaimo, on Vancouver Island, is also preparing to welcome an elite group to an event that, while noncompetitive, has earned a reputation as premium spectator sport. It's an event where a lack of snow is a good thing and there is no threat of trademark infringement because participants will be stripping down for the Fourth Annual Naked Bungy Jump For Schizophrenia.

Naked Bungy at WildPlay Nanaimo, held in partnership with the Victoria Branch of the British Columbia Schizophrenia Society, runs Saturday, February 27 and Sunday, February 28, between 10:00 a.m. and 5:00 p.m. Saturday's event includes musical entertainment through the afternoon, opening with Vancouver Island's *The Show. Santa Clara* will play an upbeat acoustic set at 3:00 p.m. Refreshments are available at WildPlay both days.

"In the first three years we welcomed participants from all over North America, coming from as far away as New York and Nova Scotia. We hope that as the world flocks to British Columbia we will have some international participants this time," says Tom Benson, CEO, WildPlay Element Parks. "This is the only event of this kind in North America making it a unique opportunity for Olympic and other visitors."

"In some ways Naked Bungy can be likened to the recovery journey for schizophrenia and other mental illnesses. It takes courage. And seeing someone with the courage to try something is contagious. Other people realize they can do it too whether it is bungee jumping, the journey to recovery or making positive changes in their life," says Hazel Meredith, Executive Director of BCSS Victoria. "This vibrant event has been provocative and encouraged us all to explore our assumptions, beliefs and attitudes. It is a fun day and we are grateful to WildPlay for their enthusiastic support!"

Bungee jumpers and spectators must be at least 19 years of age. Participants registering in advance at www.wildplay.com/nanaimo pay only \$35 to bungee jump. Participants are able to register onsite (space permitting) for \$45. And those who would rather not bare all are welcome to jump for the regular price of \$99.99. Spectators are encouraged and admission is only \$15. Proceeds from all jumps and admissions all go to the BC Schizophrenia Society's programs and services.

New this year, Naked Bungy participants are also able to collect pledges in support of BC Schizophrenia. Pledge forms are available at www.wildplay.com and every dollar raised in pledges up to \$15,000 will be matched by an anonymous donor.

All funds raised help BCSS deliver programs and services ranging from youth programs and raising awareness of mental illness to support services for those coping with mental illness and their families. Information is available at www.bcsvgictoria.ca.

For more information, visit www.wildplay.com/nanaimo

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