

**News Release**

July 22nd, 2010

The Rainbow Society of Alberta selected as Education First Charity of Choice
New Wave Media to provide proceeds from Educational trade show to selected charity

Calgary, Alberta (July 22nd, 2010) - New Wave Media Vice President Jonathan Molina announced today that the Agency has selected The Rainbow Society of Alberta as its charity of choice for the upcoming Education First Trade Show scheduled for November 20th, 2010.

"We are excited and pleased to have selected and partnered with The Rainbow Society of Alberta. The Rainbow Society is the only wish-granting organization dedicated solely to Alberta children with a life-threatening or chronic illness; we are so proud to be supporting this charity" commented Molina. A portion of the proceeds from the Education First Trade Show will be given to the Rainbow Society upon completion of the show, "Our goal is to raise as much money as we can for the charity. We know that all of our exhibitors will donate, and we also know that those who attend the event will also donate. The more we can raise the better" concluded Molina.

Education First will host a number of Calgary's private and charter schools with the ultimate goal of showcasing the highlights of each educational institution to those that attend. The event will also feature guest speakers from some of Alberta's top education related experts, as well as musical performances from local talent.

About The Rainbow Society of Alberta

Originally founded in Winnipeg in 1983, the Rainbow Society was the first children's organization of its kind in Canada. The Alberta chapter was created in 1986 by a handful of caring volunteers who saw a need to bring such a strong support system to children in Alberta. Registered under the Alberta Societies Act on November 21, 1986, as the 'Rainbow Society for the Welfare of Sick Children of Alberta', the society operated under the Winnipeg umbrella until obtaining independent charity status in January 1988 through both the provincial and federal governments. In 1992, our name was officially changed to The Rainbow Society of Alberta.

**About Education First**

On Saturday November 20th 2010, The Annual Guide to Schools is hosting an open house trade show exposition at the Big Four Building at Stampede Park (1410 Olympic Way SE Calgary) to connect parents, schools and businesses looking to get involved and network with one another. The goal for Education First is to create an annual event that will be recognized as the leading private and charter school exposition in Western Canada. The expo will offer a marvellous opportunity for attendees to interact directly with schools, students and parents from the Calgary and surrounding region. For parents, schools will offer up to date information regarding their existing educational programs so that parents can get deep insight on how to evaluate their child's learning style, aligned with their families' wants and needs.

About New Wave Media

New Wave Media is an integrated marketing & communications agency dedicated to unleashing the possibilities of what powerful strategic marketing can do for its clients. Our passionate approach to your branding needs will ensure that you generate consistent and effective awareness that drives use of your services among target audiences. Our philosophy is to use our industry expertise, experience, unique skills, objectivity and our belief in a partnership with our clients, to produce results strategies that will persuade your customers to stand up, take notice and, most importantly, act.

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