

# Tour de Rock 2011 Fund Raising



**\$5.00 from every book sale  
(50% of \$10.00 sale price) donated  
directly to the Canadian  
Cancer Society**

**Call or email Kate for more  
information or to support you with  
fund raising activities:**

**250-858-7015**

**[duffyhousepublishing@gmail.com](mailto:duffyhousepublishing@gmail.com)**

**visit the web site for lots more info.**

**[www.duffythedragon.com](http://www.duffythedragon.com)**

***Written and produced by Vancouver Island author, Kate Noble, to support the  
fund raising goals of the Tour de Rock.***

**Sample Ideas to raise funds for your team:** Here's a few ideas of how **Duffy At Camp Goodtimes** can support your fund raising efforts. If you need help getting books to any events, contact your CCS coordinator or get in touch with the author, Kate Noble directly. Kate will participate in as many events as possible.

- ❖ **Approach Local merchants:** grocery stores, coffee shops, clothing stores, specialty gift shops for example and ask them to display and sell the books. There is no cost to the merchant. Country Grocer is already on board. If you need help Kate can contact merchants & deliver books & display boxes.
- ❖ **Host or organize special events:** casino night, special dinner, bake sale, car wash, benefit concerts, head shavings - Invite the author to do book singings – very popular with purchasers. “Piggy-back” onto local events already scheduled in the area.
- ❖ **Involve local media** (radio/TV stations/print media) – to gain exposure and increase fund raising with the books.
- ❖ **Work with schools/public libraries:** to help with book sales for fund raising.

***Kate is experienced in media interviews and in making presentations and is  
available and keen to assist you with these activities.***

**About the Book:** 24 pages, illustrated in full colour, written in rhyming verse, with a heart-warming story of Erin, a friend of Duffy the Dragon. When Duffy is invited by Erin to visit him at the hospital (as nobody believes he has a dragon for a friend), he discovers Erin's wish to go to camp in the summer. The good-hearted dragon, with help from his friend the King, makes it possible for Erin, and his hospital pals, to go to Camp Goodtimes.

**CALL: 250-858-7015 to schedule Kate to attend an event or help you with  
fund raising ideas and activities.**