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Charity Is The Big Winner At The TELUS World Skins

At first glance, the IMG owned skins game may appear to be about corporate Canada and a made for TV format but there is more here than meets the eye. Way more.



While IMG may run this as a business it is clear the really big winner is charity.

The TELUS World Skins Is More Than Corporate Golf

The benefitting organization for the 2010 edition is the The Queen Alexandra Foundation for Children and their drive to build Jeneece Place.

The Jeneece Edroff Place will be a home-away-from-home for children and their families who have to travel to Victoria for care at Victoria General Hospital, the Queen Alexandra Centre or for specialist appointments and lab tests.

The cost of this home-away-from-home is substantial but TELUS, The Queen Alexandra Foundation for Children and their partners have already raised more than \$700,000.

TELUS initiated the fundraising with a \$100,000 donation last July during the announcement that the 2010 TELUS World Skins Game would be at Bear Mountain.

And that was just the start.

TELUS has a commitment to give back in the places where they live and then continued to donate \$100 on behalf of every new TELUS TV customer on Vancouver Island, partnered with Samsung to jointly donate \$25 for every Samsung handset sold on the Island, and double-matched employee donations to the Queen Alexandra Foundation to help build Jeneece Place.

And even that is not all.

The Vancouver Island Health Authority has given the Queen Alexandra Foundation for Children access to about three-quarters of an acre, upon which to build Jeneece Place. The location is at the far south of the property, adjacent to the Galloping Goose trail and Helmcken Road within walking distance to VGH, the Vancouver Island Health Authority's main paediatric care hospital.

The land has an estimated value of about \$400,000, which will enable funds raised to be dedicated toward the building of the new facility and its operational needs.



**Jeneece Edroff Speaking At The Announcement  
That The 2010 TELUS World Skins Would Be Held At Bear Mountain**

Jeneece Place is being spearheaded by a teenage girl, Jeneece Edroff, who was diagnosed with neurofibromatosis at the age of three.

Jeneece continues to undergo treatments and surgeries, which help her attend school, spend time with her family and friends and of course, set ambitious goals, which she has proven time and time again that she can achieve.

“Thank you all for helping me make my dream come true,” said Jeneece.

“I am so excited – as the sooner we can get started, the sooner families can have a home away from home to stay close to the hospital.”

During the announcement that TELUS was bringing the Skins Game to Bear Mountain last year, president and CEO Darren Entwistle said spoke about why TELUS was so eager to choose Queen Alexandra Foundation as the recipient of the charitable donations.

“Jeneece Edroff is a phenomenal young lady who has an extraordinary goal to spread kindness in the world and help other children and families in need,” said Entwistle. “The TELUS team is deeply inspired by Jeneece and delighted to work with the Queen Alexandra Foundation to help her realize her dream of Jeneece Place. This special home will give families peace of mind as their loved ones are undergoing treatment and testing.”

Still there is the golf to be played and even each swing can bring more money to the charity.

Donations are being made based on each birdie and eagle made as well at the total number of yards from drives off the tee.

The big ticket is a hole-in-one where an ace on the 7th or 19th hole will search... million



**Vancouver Island Menu**

donation to the foundation

- [VI Home](#) Camilo Villegas Spoke For All Five Competitors When He Said That They Were Here For The Kids.
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After the first they an additional \$24,000 had already been raised.

- [Charity Events](#)

It is also clear that the world class players who participate are aware of this as well.

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When [Camilo Villegas](#) was asked why they liked playing in the TELUS Skins, his answer was simple.

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" We are here for the kids"

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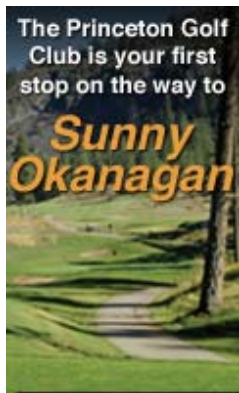


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