

PRESS RELEASE:



The Great Canadian Comedy Tour Company Becomes National Sponsor for Muscular Dystrophy Walkathons Across Canada

Moncton NB, January 28, 2008 --- Many of us take for granted the simple act of walking to the mailbox or even walking from one room to another. Not so for those with Muscular Dystrophy; each step is consciously measured as a step of progress.

Over 15 thousand walkers participated last year at all levels of expertise and are geared up for this national walk to help end the devastating effects of Muscular Dystrophy. The Great Canadian Comedy Tour Company will offer a free "First Class" cruise for two including airfare from any Canadian major airport, on their "Laughter is the Best Medicine" Comedy cruise in April 2009 to a lucky walker (see www.mycomedycruise.com for more details). The Great Canadian Comedy Tour Company sponsorship will provide the needed incentive to increase certain levels of donations.

The Great Canadian Comedy Tour Company will also manage the contest using their Internet based contest management and survey system. This travel incentive, contest management and survey system is valued at over \$20,000 and will help Muscular Dystrophy design and operate this promotion and market research project without having to manage both the mail-in and online entries and survey data collection.

"We're trying to help democratize the promotions and market research business areas for charities," says President Tony Hebert, "our services are a great equalizer for charities to be able to market fundraising incentives and market research without committing large marketing budgets".

Since 1954, Muscular Dystrophy Canada has been committed to improving the quality of life for tens of thousands of Canadians with neuromuscular disorders and to the funding of leading research for the discovery of therapies and cures for neuromuscular disorders. For more information on Muscular Dystrophy Canada please visit www.muscle.ca

CONTACTS:

Tony Hebert
President

tony@youwillhavefun.com

The Great Canadian Comedy Tour Company Inc.

www.youwillhavefun.com

(506) 859- 2489

Sajeeta Saroop
National Director, Marketing and Communications

sajeeta.saroop@muscle.ca

Muscular Dystrophy Canada

www.muscle.ca

(416) 488-0030 ext 158