



**Contact:** William Beckett:  
*Marketing Manager, Lawmark Group*

**Discount Car and Truck Rentals – PEI**

**Phone:** 1-888-557-0716

**Fax:** 1-888-631-2384

**E-mail:** [cruise11@discountcarspei.com](mailto:cruise11@discountcarspei.com)

**Website:** <http://www.discountcarspei.com>

## **DISCOUNT FIGHTS ALS/LOU GEHRIG'S DISEASE WITH BARBECUE FUNDRAISER** **Rental agency donating all profits to the ALS Society of PEI**

### **FOR IMMEDIATE RELEASE**

*Charlottetown, PEI, June 15, 2012*

**Discount Car and Truck Rentals – PEI** is hosting its first ever barbecue to raise funds for Islanders affected by ALS. All proceeds will go to the **ALS Society of PEI**, which provides support to victims and families of those suffering from this fatal, crippling disease.

ALS, also known as **Lou Gehrig's disease**, is a progressive neuromuscular disease that attacks the body's nerve cells, leaving its victims paralyzed. ALS currently affects approximately 2,500 - 3,000 Canadians, with 4-6 new cases diagnosed on PEI every year.

Discount is hosting the barbecue on **Saturday, June 23<sup>rd</sup>**, from **11:30 AM – 1:30 PM** at its Bypass Landing location – **185 Brackley Point Road** in Charlottetown. Discount is pleased to be working with the **Parkdale Sherwood Lions Club**, who are providing all food and barbecuing services for the event. Hot dogs will be sold for **\$2.00** each, or for **\$3.00** with pop, water, or juice.

Discount Car and Truck Rentals plays an integral part of the Island community, providing Islanders with top-quality service and matchless year-round selection from a variety of vehicles. Since 1987, Discount – PEI has strived for excellence in selection, savings and value, giving back to the Island province that we proudly call our home. For more information, please contact Will Beckett by phone at 1-888-557-0716, or E-mail at [cruise11@discountcarspei.com](mailto:cruise11@discountcarspei.com)