



# For Immediate Release



November 19, 2014

## Luxus Connects Event Series: A Behind-The-Scenes Look at Philanthropy

**Edmonton, AB** - Luxus Owners enjoyed the first of a two part Luxus Connects Event Series at the Guru Nanak Dev Healing Gardens in the Mazankowski Centre. Led by Carrie Doll (Doll Consulting), a group of influential panelists discussed philanthropy in today's society and the opportunity to leave a legacy within the community.

Panelists Mike House (President & CEO, Stollery Children's Foundation), Ted Kouri (Edmonton Community Foundation, Luxus Owner), John Cameron (Executive Producer, Edmonton Singing Christmas Tree, Luxus Owner) and Liz Herbert (Regional Manager, Kidsport, Edmonton) addressed not only their own views of philanthropy but answered some challenging questions posed by Carrie.

The "how" of philanthropy was addressed by Mike House. "Keep it simple - raise money, thank people and tell them where it has impact", said Mike House.

Ted Kouri offered, "The ECF has the luxury of time on their side but knows that it is important to nurture relationships and tell people's stories in a tangible way that resonates for the here and now."

When asked what philanthropy has done for his company, John Cameron talked about the importance of sharing where the money goes with his team and engaging them in the process. Mike shared the significance for "sponsorships to align with the values of the company or individuals".

Also discussed by the group was the impact of encouraging philanthropy in children. "The bottom line is that given the chance, kids are the most generous givers," said Mike.

Liz Herbert summarized nicely that she sees philanthropy as "giving that smile to someone". She went on to make a special announcement about the upcoming launch of a Kidsport Chapter in Sherwood Park in the spring of 2015, spearheaded by The Luxus Group.

After the panel discussion, Luxus Owners enjoyed the opportunity to mingle and connect with other Owners at the reception, sponsored by David Porter (Luxus Owner), Porter Wealth Management.

Glenn Cyrankiewicz, a Luxus Owner shared "I am always encouraged to see that Luxus is focused on philanthropy and giving back to the community. We definitely enjoy being part of Luxus and this event is another example of great leadership and a strong organization."

Attendees and other Luxus Owners will have the opportunity to enjoy the second part of the series, "Philanthropy in Action" at The Edmonton Singing Christmas Tree on Saturday, December 20th. Following the show, they will be given a behind-the-scenes tour and private performance guided by Carrie Doll.

To obtain additional information, please visit [www.luxusgroup.com](http://www.luxusgroup.com) or contact any of the Luxus Sales Team at 780.467.5521.