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Accredited in Public Relations



LUCID Raises \$15,893 for ALS Alberta

Calgary, Alberta (June 26 2009) -- "We are delighted with the results from our inaugural fundraiser held at Flatiron Restaurant and Bar which raised \$15,893 for the ALS Society of Alberta," says Katie Gallagher, Lucid's Brand and Marketing Director. "We are very grateful to our generous guests and sponsors." The funds raised were evenly split between ticket sales for the \$150 plate dinner designed by Chef Michael Noble and Flatiron's Executive Chef Michelle Blanchett and the numerous silent auction items.



Katie Gallagher, Lucid's Brand and Marketing Director

Gallagher added that Lucid is already planning for the 2nd Annual Fundraiser in 2010. "Lucid's goal is to raise more funds and create greater awareness for the ALS Society of Alberta which provides support, much-needed mobility equipment and client services for people living with ALS and their families."

The fundraising effort has special meaning for Lucid co-founder Adam Drybrough whose father passed away from ALS in 2008.

About ALS Society of Alberta

Amyotrophic Lateral Sclerosis is also known as Lou Gehrig's Disease and Motor Neuron Disease. Formed in 1986, the ALS Society of Alberta is dedicated to making everyday the best possible day for people with ALS by providing support, facilitating the provision of care, promoting awareness and helping find a cure. ALS Alberta is a provincial partner of ALS Canada, the only national voluntary health organization dedicated solely to the fight against ALS and support for those living with ALS. The vision of the ALS Society of Alberta is to help find a cure for ALS, a rapidly degenerative, always fatal neuromuscular disease. ALS attacks the nerves that the body would normally use to send messages from the brain to the muscle, resulting in weakness and wasting. Eventually, the individual with ALS is left completely immobilized, with loss of speech and an inability to swallow and breathe www.alsab.ca

About Lucid Group of Companies

The Lucid Group of Companies is a multi-faceted real estate company consisting of five divisions ranging from furnished executive & vacation accommodations to an RRSP Eligible Investment Fund. Based in Calgary, The Lucid Group of companies operates the following brands: Lucid Properties Inc.; Lucid Communities Inc; Lucid Hospitality Inc.; Lucid Vacation Rentals Inc. and Lucid American Investment Fund Inc. www.lucidgroupofcompanies.com

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