



For Immediate Release
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Joey's Only Charity Golf Classic raises \$100,000 for Alzheimer Society of Canada!
Total raised now over half a million!

Calgary, AB - Wet weather could not dampen the spirit of 212 golfers that participated in Joey's Only 5th Annual Golf Tournament at Heritage Pointe August 10. The sold out fundraising event raised more than \$100,000 for the Alzheimer Society of Canada.

Of the \$100,000 net proceeds from this year's tournament, 75 per cent will support local programs and services through the Alzheimer Society of Calgary, which assists with the organization of the tournament. The remainder supports programs administered through the national office. The Annual Joey's Only Charity Golf Classic is the franchising chain's largest fundraiser for the Alzheimer Society, and this year's effort combines with other fundraising activities to surpass the \$500,000 mark in just five years.

"Beyond being a substantial fundraiser for a very worthy cause, the golf tournament is an enormous amount of fun for Joey's Only, the volunteer staff from the Calgary Chapter of the Alzheimer Society as well as our loyal sponsors and golfers," says Tournament Chairman David Mossey.

"Golfers and guests also enjoy a fun-filled pre-tournament social on the eve of the tournament that features a silent and live auction, and live entertainment."

"We plan our golf tournament to be a memorable event for our sponsors and golfers," explains Mossey. "Fantastic food and beverage holes and give away electronic prizes help make it special. This year we surprised everyone by flying in live Nova Scotia lobster to complement our steak dinner. We also had local media celebrity Bearcat Murray preside over our live auction."

Mossey noted that the Joey's Only Charity Golf Classic traditionally sells out early. "I encourage all golfers and sponsors to avoid disappointment for our 2006 tournament by immediately contacting Richelle Kotler at richelle@joeysonly.ca or (403) 243-4584 to be added to our invitation list.

About Joey's Only

Calgary-based Joey's Only is a pioneer and leader in the fast casual seafood restaurant category in Canada. Its signature "Joey's Famous Fish and Chips" has gained the company a North American reputation for preparing generous portions of high quality seafood at affordable prices. Each Joey's Only franchise embodies the vision of its founder Joe Klassen - to eat great seafood in a cozy neighbourhood seafood restaurant. Annually, Joey's Only serves more than 6.5 million guests system wide through its 106 restaurants in Canada and the United States. Throughout 2005, the company is celebrating its 20th anniversary. www.joeysonly.ca

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