

DMC Ottawa Delivers Stunning Gala Fundraiser – Nets \$200,000+ for Local Charities

Ernst & Young Ice & Dice Gala Ottawa Senators Foundation

January 24, 2006

DMC Ottawa produced the first annual Ice & Dice event for over 600 of Ottawa's key decision makers and top corporate leaders. The event was transformed this year from a long-standing traditional fundraiser held at Scotiabank Place, home of the Ottawa Senators, into a high-level gala affair at the 5-star Hilton Lac-Leamy.

Reception

The evening was developed around a "James Bond" theme that was incorporated into the look and feel of the event. As guests arrived they were greeted by Ottawa Senators Captain Daniel Alfredsson and his wife Bibbi. Guests were directed into the Grand Salon which was transformed into a Casino right out of a Bond movie. Ottawa Senators' players were the guest croupiers for the evening and interacted with guests. When not trying their luck in the Grand Salon, guests were able to sample martinis from the ice bar and peruse the Silent Auction items which included a "Diamonds are Forever" category featuring jewellery worth over \$10,000.

Dinner, Live Auction and Entertainment

The Ballroom at the Hilton Lac-Leamy provided the perfect Bond-like setting for an evening of excitement, extravagance and entertainment. Emceed by sports media celebrities Dean Brown, Veronique Soucey and Gord Wilson, the evening began with the introduction of the entire Ottawa Senators team, who were seated with the gala's top sponsors.

The room was appropriately decorated with a plethora of multi-coloured lights projected onto futuristic lycra sails. Invisible high-tech screens were flown from the ceiling allowing guests an uninhibited view of the action on stage.

Guests were treated to an exquisite 5-course meal prepared by the hotel's culinary team.

The evening continued with a Live Auction that raised over \$45,000 and included such items as a trip with the Ottawa Senators to one of their "Away" games, fishing with Ottawa Senators Mike Fisher and Chris Neil, and a full page of advertising in the *Ottawa Citizen*.

A Bond evening would not be complete without diamonds and fine jewellery. Three lucky guests were awarded prizes that included Rolex watches and a diamond necklace as part of the Jubilee Fine Jewellers Raffle.

The evening was topped off with a spectacular performance by Sylvie Desgrosseilliers, lead female performer from the Casino du Lac-Leamy's Motown Generation production.