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**Northern  
Cancer Fund**



**Northern  
Cardiac Fund**



**Health Sciences  
Discovery Fund**

Media Release

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Setting the pace for the North Star Mercedes-Benz Tony Villeneuve Memorial Auto Rally

Justin Frape, president of Telos Business Solutions, went the extra mile to raise funds for the upcoming North Star Mercedes-Benz Tony Villeneuve Memorial Auto Rally. Participants usually collect pledges from friends and family, but Frape sweetened the pot for his supporters by offering up advertising space on his vehicle.

"I wanted to give my sponsors an opportunity to be a part of the Auto Rally, so I thought that by putting their name on the car that I will be driving would be a way to acknowledge their support," notes Frape. "It is not just for businesses, if someone would like to acknowledge a loved one who was touched by cancer, I'll put that on too."

The sponsorships went so well that space soon sold out. Frape recognized an opportunity to raise even more funds and donated the use of his second vehicle as the Pace Car on Rally day. Frape is collecting additional sponsorships in exchange for space on the Pace Car, which will lead the Rally on Sunday, September 27. The funds raised by Frape, and all event participants, support the Northern Cancer Fund of the Thunder Bay Regional Health Sciences Foundation. Over the past three years, the Auto Rally has raised close to \$200,000 for lung cancer research, patient care, education and awareness in Northwestern Ontario.

"The Northern Cancer Fund supports many aspect of cancer including scientific research," explains Frape. "And at Telos Business Solutions, we help innovators and risk-takers succeed with their scientific research and experimental development. It's a very good fit."

"But I must admit, driving a car covered in logos is a lot of fun," added Frape. "It's a great feeling to be making people smile and know that in the end, the proceeds will be going to a worthy cause."

The North Star Mercedes-Benz Tony Villeneuve Memorial Auto Rally is open to all passenger vehicles. Drivers are given a set of instructions, which identifies the route they must follow with the help of their team. Along the way, participants encounter questions and trivia to be answered. It is a fun-filled adventure with plenty of laughs and good camaraderie. To register or learn more about the event, please visit [www.healthsciencesfoundation.ca](http://www.healthsciencesfoundation.ca) or call 345-HOPE.

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