

March 10, 2009
Kelowna, BC

Enquiro Hosts 1st Annual Winter Classic Street Hockey Tournament to Raise Money for Local Charity

Enquiro has always been passionate about giving back to the community, which has allowed us to prosper both as a business and as individuals. Our core values highlight what it takes to be a responsible and successful business, but more importantly what it takes to be an outstanding person in society. As a result of our corporate goals and enthusiasm for giving back, we continue to organize and contribute to a number of fundraising and charitable events.

Some events that have highlighted our community involvement in the past have been Enquiro's annual Stampede Pancake Breakfast, raising more and more money each year for local charities, as well as ongoing blood donations as a part of the Canadian Blood Services Partners for Life program. We have also encouraged charitable donations by mimicking Apprentice-like competitions, raising \$10,000 for charity in a matter of hours. Just like the Celebrity Apprentice, Enquiro thrives on its own celebrities... our team.

Always looking for new and exciting ways to give back to the community, it was only a matter of time until one of our teammates, Jody Nimetz, came up with the idea to host an outdoor street hockey tournament. The idea stemmed from wanting to host an event in the winter/spring since so many events occur in the summer months. "What's more fun in the winter than playing hockey?" says Enquiro's Director of Organic Solutions, Jody Nimetz. "We thought that a road hockey tournament would be a lot of fun and would be a great way to raise funds for a worthy cause."



And the **Enquiro Winter Classic** was born...

It was one of the largest charity events hosted by Enquiro, and raised over \$2,000 for the Kelowna General Hospital Children's Ward. Numerous Enquiro volunteers and their families and friends attended the event, making it a great success. With six participating teams, several sponsors, and a very enthusiastic crowd the experience was enjoyable from both the player and spectator's view.

The championship game featured teams from Scotia McLeod and Coast Capri Insurance. It was a hard fought battle, but Coast Capri ended up coming out on top with a 2-1 victory.

Enquiro would like to extend a special thanks to all participating teams and sponsors, as well as all of those who attended and donated to this great cause.



About Enquiro Search Solutions

One of North America's leading search marketing firms, Enquiro has worked with some of the world's best known brands. Through a targeted vertical approach, it helps B2B clients maximize their online presence through balanced marketing solutions. Its strategies are based on industry research and expertise in usability, and natural and sponsored search. Enquiro has also authored eye-tracking studies which have given marketers a greater understanding of user interaction with the major search engines and defined "Google's Golden Triangle."

Enquiro exemplifies thought leadership through extensive article writing and speaking at leading industry events worldwide, including Asia and Europe. And even though its reach is global, Enquiro prides itself in a corporate culture which fosters personal development, a strong team ethic and involvement in the community. The company has been recognized as being amongst industry leaders in various reviews of search marketing service providers such as the MarketingSherpa SEM Buyers Guide and Search Marketing Benchmark Guide, the Forrester report on B2B Buying, ARF's Interactive Advertising Guide and the Jupiter Media Constellation Report. AdAge's 2006 Search Fact Pack ranked Enquiro as amongst North America's top 20, and Canada's #1 search marketing firm according to revenue. Gord Hotchkiss, Enquiro CEO and current chairperson of the Search Engine Marketing Professional Organization (SEMPO), has led the company since its founding in 1999 and has been recognized as a local business leader (2004 Entrepreneur of the Year).

About the Kelowna General Hospital Foundation

The Kelowna General Hospital Foundation is an independent, volunteer-driven organization committed to enhancing the delivery of healthcare to the patients of KGH and its associated facilities. Online donations are accepted on KGH's website: www.kghfoundation.com.

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