



WINE
in the
PARK



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For Immediate Release

SMS Equipment Wine Auction builds custom venue for Wine in the Park

(Fort McMurray, AB) The much anticipated 4th Annual SMS Equipment Wine Auction in support of Big Brothers Big Sisters Wood Buffalo is fast approaching Saturday, October 5th. Historically, the annual event has been held at the Syncrude Sport & Wellness Centre, and while the venue was confident they would be ready in time, due to severe flooding in the south of the province, their repair schedule fell behind.

“About 3 weeks ago we received the call from the Syncrude Sport & Wellness Centre that they would not be able to make their venue available to the largest fundraiser we host each year,” said Danielle Murgatroyd, executive director for Big Brothers Big Sisters Wood Buffalo. “The timing was a real challenge as we are just weeks away from the wine auction.”

The annual SMS Equipment Wine Auction welcomes more than 450 guests each year to custom designed event spaces that have seen the event grow in attendance and popularity each year since its inception in 2010.

“We are fortunate to have an event team that has worked with us from the beginning to create and develop the event each year,” said Murgatroyd. “At that time of year, and on short notice there simply wasn’t another venue available to host the event, so they suggested that we do something in keeping with the caliber of the event and create a custom venue, never before seen in the region, that is in keeping with our theme of Wine in the Park,”

The custom venue will be built on site at the Sawridge Inn & Conference Centre, a feat which Murgatroyd says will take a team of professionals leading skilled volunteers several days to construct.

“When the Sawridge, who are great supporters of our annual Wine Auction, found out that the event would have to be moved from the Sport & Wellness Centre because of the flooding they were eager to help support us in any way they could in ensuring that the event not only went forward but continued to wow our guests.”

Tickets are on sale now and Murgatroyd says they are already 35% sold out for both event tickets and the popular Tasting Room where guests can sample rare wine and spirits lead by local wine enthusiasts. For more information or to purchase tickets call 780-791-2447 or email info@fortmcmurraywineauction.ca.

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