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The Sri Lanka Canada Association of Montreal (SLCAM) launches Project H20. A fundraising initiative designed to help the internally displaced people in Sri-Lanka

The SLCAM, a multi-ethnic cultural organization aims to raise over \$10,000.00 in emergency funding and urgently needed medical supplies

Montreal, QC June 01, 2009 - The Sri Lanka Canada Association of Montreal (SLCAM) announced today the official launch of its fundraising campaign; The Helping Hands Operation (Project H20) to help the thousands of internally displaced people (IDP's) in Sri Lanka. The SLCAM has recently teamed up with the Rotary Club of Sri Lanka to strategically supply much needed emergency materials (shelter, medical supplies, portable toilets etc.) and attention to the island nations Northern area where hundreds of thousands of innocent civilians were forced to flee their homes. The result of what many people believe to be the end of the Country's decades long civil war between government forces and the LTTE rebel outfit.

The SLCAM was founded nearly 22-years ago in Montreal, Canada. Since it's inception the multi-ethnic cultural organization has been a home-away-from-home for hundreds of people from various Sri Lankan Diasporas. The non-profit association has also acted as a vehicle to promote the Sri Lankan culture to the greater Canadian mosaics. In addition to its local volunteer work with organizations such as The Sun Youth, The Canadian Cancer Society and The Salvation Army among others, the SLCAM also managed to raise over \$30,000.00 within just a few weeks of the devastating Tsunami in December 2004. In addition to quickly shipping emergency medical supplies, clothes and water purification materials to the Island the association was also able to build shelters, provide beds and helped streamline psychological programs in Sri Lanka to help individuals, orphans and families cope with their losses. Through sponsorship programs, the SLCAM still continues to help Tsunami affected families.

“Our opportunity to come together as brothers and sisters of one nation has never been greater” said Minesh Perera, the President of the SLCAM. “There is a serious humanitarian crisis in Sri Lanka and we need to respond immediately” he added. The SLCAM plans to hold various fundraising events and activities during the months of June and July while reaching out to its many members and friends for their support on this initiative.

To donate funds or supplies, please visit www.slcam.org or e-mail info@slcam.org. To track our progress please visit www.twitter.com/projecth20 or visit www.rotarysrilankaidpaid.org