



Press Release

### **New Canaan Mounted Troop Bringing New Canaanopoly to Town**

As part of fundraising efforts to support New Canaan Mounted Troop's capital campaign, the organization has announced that it is creating a traditional board game named **New Canaanopoly**. The game will be based on the classic board game Monopoly but instead of buying Marvin Gardens and Baltic Avenue, game players will be buying The New Canaan Toy Store and other favorite New Canaan businesses with Bank of New Canaan money! The game will be released in time for the 2007 holiday season.

**New Canaanopoly** is a fun and unique advertising venue for local businesses and organizations. It offers an opportunity for the business community to claim advertising space on the game board, box, tokens and game cards. At this time New Canaan Mounted Troop is soliciting members of the community that would like to advertise on New Canaanopoly. Advertising opportunities begin at \$100 with the cost for a property on the board ranging from \$500-\$1,500. To ensure that **New Canaanopoly** reflects the character and charm of New Canaan, some advertising opportunities have been reserved for non profits at a discounted cost and individuals are encouraged to sponsor their favorite non-profit.

New Canaan Mounted Troop is a non-profit 501 © (3) educational and charitable youth organization that builds leadership, responsibility, and confidence in youth through sound horsemanship. A cornerstone of the New Canaan Mounted Troop program is to develop a strong community and philanthropic spirit in youth. Over the years, its young members have independently conducted significant efforts to support the New Canaan Food Bank, Heroic Choices, The American Red Cross, the New Canaan Nature Center, St. Jude Children's Research Hospital, Hurricane Katrina Animal Fund, Strays & Others and Juvenile Diabetes among others. New Canaan Mounted Troop also works with students from the Horizons Student Enrichment Program, Pegasus Therapeutic Riding Program and the ABC House.

Since the facility is over 70 years old and needs to be replaced, New Canaan Mounted Troop recently launched its "Building on Tradition" Capital Campaign. New Canaanopoly is an opportunity for the community to participate in a creative

advertising platform while benefiting an organization that has served the New Canaan community for many years.

To become a **New Canaanopoly** sponsor or for more information, please contact

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To learn more about New Canaan Mounted Troop please watch the new video at [www.newcanaanmountedtroop.org](http://www.newcanaanmountedtroop.org). Donations to the New Canaan Mounted Troop Capital Campaign are also accepted on the web site.