



NEWS RELEASE

THE DREAM FACTORY Marks Evolution of The Rainbow Society

New Brand Identity Fuelled by Hope, Imagination

Winnipeg, MB – November 22, 2011: The Rainbow Society, a charity for children who are battling life-threatening illnesses, today announced that it is adopting a new brand identity - The Dream Factory. The new name, message, and logo, which features a soaring airship, were unveiled at an event attended by family entertainment icon Fred Penner and Dream Children who had or will soon have their dreams come true. Penner, who has a long history with the organization, was appointed The Dream Factory's Honorary Spokesperson for 2012.

"We're evolving our brand to better reflect how we interact with the children who come to us," said Leilani Kagan, President of The Dream Factory Board of Directors. "Their dreams help them escape from the real world of hospitals and medical treatments to a place where kids can just be kids. The Dream Factory is fuelled by hope and imagination."

At today's event, Penner performed a lively song for the children in attendance and spoke about his appreciation for supporters who help The Dream Factory make a difference in the lives of sick kids. He said, "Thanks to the generous support of local people and businesses, we are bringing joy to boys and girls who really need it. When we show them that dreams can come true, we inspire them to keep thinking about what can be."

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Penner's history with The Dream Factory dates back to 1985 when he was the first Honorary Spokesperson for the two-year-old organization. Since then, more than 530 dreams have been fulfilled for children battling life-threatening illnesses in Manitoba.

About Fred Penner

An icon in Canadian family entertainment, Fred Penner brings boundless energy and enthusiasm to everything he does. A two-time Juno winner and eight-time nominee, his repertoire includes a prolific 12 children's albums, countless packed live shows for throngs of eager audiences across North America, composing the music for APTN/YTV's Tipi Tales, and writing the score and hosting the TV documentary The Simple Way.

In 2000, the Canadian Institute of Child Health honoured Fred for his contribution to the well-being and safety of children. He is also a humble recipient of the Order of Canada, the highest recognition given to a Canadian citizen.

About The Dream Factory

The Dream Factory is a charitable organization dedicated to fulfilling dreams for kids who are battling life-threatening illnesses. It's unique because all of the funds raised stay in Manitoba to help local children. , The organization's name and brand identity have evolved; however, The Dream Factory's mandate, mission, and goals remain the same.

The Dream Factory relies solely on the generous support of people and businesses. Since 1983 it has created cherished memories for more than 500 families. For more information, visit www.thedreamfactory.ca.

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