



Media Advisory
FOR IMMEDIATE RELEASE
May 7, 2008

**The Chamber Welcomes Steve Snyder,
Chair of the Calgary Committee to End Homelessness**

Calgary, AB – In the last ten years homelessness in Calgary has risen over 650 per cent. At our current rate it is estimated that over 15,000 people will be homeless by 2016. If Calgary's homelessness growth rate continues it is estimated to cost more than \$9 billion. But the 10 year plan could achieve savings of over \$3.7 billion. Mr. Snyder will talk about the work of the committee, why it was successful and the next steps in the 10-Year Plan to End Homelessness, which aims to move people to self-sufficiency and independence.

WHERE: The Calgary Chamber of Commerce
4th floor, 100 6th Avenue S.W.

WHEN: May 8, 2008, 7:30 a.m. – 9:15 a.m.
8:00 a.m. Breakfast Presentation
** Please note: Mr. Snyder will not have media availability following his presentation

About the speaker;

Steve Snyder is the President and Chief Executive Officer of TransAlta. He successfully guided TransAlta through the electricity deregulation process in Alberta. The company was transformed from an integrated, regulated, Alberta-focused company into a competitive, international wholesale electricity generator and power marketer.

Mr. Snyder is a director of TransAlta Corporation and the Canadian Imperial Bank of Commerce. He is Chair of the Calgary Stampede Foundation and Chair of the Alberta Secretariat for Action on Homelessness. Mr. Snyder is the past-chair of the Calgary Committee to End Homelessness, the Canada-Alberta ecoEnergy Carbon Capture & Storage Task Force, the Conference Board of Canada, the Calgary Zoological Society, the Canadian Electrical Association, the United Way Campaign of Calgary and Area, and the Calgary Zoo's "Destination Africa" capital campaign. In 2005, he was awarded the Alberta Centennial medal.

About the Chamber:

The Calgary Chamber of Commerce is a volunteer driven, not-for-profit, and non-partisan advocacy group whose mission is to lead and serve the Calgary business community, valuing its diversity.

On critical and emerging issues in public policy, the Chamber acts as the leading forum for debate, and advocates public policy solutions that improve the business climate on behalf of our members.

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*For more information, please contact:
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