

## Summer-long battle of the JB fans will benefit Project SHARE



**Summer-long battle of the JB fans will benefit Project SHARE.** Mike DiStefano has caught a little bit of Bieber Fever from his daughter, Kayla (right). He's hoping others in Niagara have a touch of that same fever. DiStefano has organized a contest for Project SHARE which will see one hardworking fan earn the ultimate concert experience.

This summer, Niagara Falls is going to be a battle zone with JB fans facing off against one another.

Justin Bieber and Jonas Brothers fans will be going head to head in an effort to win the ultimate concert experience. The contest, organized by Mike DiStefano from Beat the Bank Mortgage, is set to benefit Project SHARE. The contest was inspired by his 13-year-old daughter Kayla's love for both bands. With Bieber Fever sweeping the nation, DiStefano's hoping to garner some of the young Canuck's popularity to raise money for a good cause.

"Everything he touches turns to gold," he said with a laugh. "I'm sure the fans will jump on the chance to see him live and raise money for Project SHARE at the same time."

The contest is simple. People can go to his company's website, [www.beatthebankmortgage.ca](http://www.beatthebankmortgage.ca), and register for the contest - the sooner the better, DiStefano said. Then, once registered, participants start collecting donations, both monetary and food items. For every \$50 raised, whether in cash or through food donations, with each pound of food equaling \$2.50, the participants receive one ballot for the draw. Registered participants have from now until Aug. 7 to collect as many food and monetary donations as possible. At the end of the contest, whoever has the most ballots gets the first pick of two grand prizes.

The second prize will be raffled off using the ballots earned by the participants.

Up for grabs are two ultimate concert experiences for JB fans. One, for Justin Bieber lovers, includes two floor-level tickets to see Bieber's show in London, Ont., on Aug. 22. The other show is for the Jonas Brothers concert in Toronto on Sept. 2. One package includes a limousine ride and dinner.

DiStefano said he tries to do something for Project SHARE, even if it's just on a personal level, every year. This year, however, he wanted to do something big that would involve the youth.

"I think it's important for them to learn about Project SHARE and the work they do in the community," he said. "This is a great way for them to get involved and help out people in their community."

Jeff Guarasci, resource development and communications coordinator for Project SHARE, said the contest comes at a great time of the year. "We always look for donations through all times of the year because we have a need on an ongoing basis," he said. "In the summertime we usually face a lull in people making donations because we're not top of the mind."

The contest closing date, Aug. 7, hits one week before the kickoff to Project SHARE's summer food drive which starts Aug. 14.

The winners will be announced during a barbecue DiStefano will be hosting at the Lundy's Lane location of Beat the Bank Mortgage Solutions on Aug. 7.

In addition to the two grand prizes, he said there will also be a lot of JB swag up for grabs, and for older participants, an autographed copy of Perez Hilton's newest book.

For more information about the contest visit [www.beatthebankmortgage.ca](http://www.beatthebankmortgage.ca). For more information about Project SHARE visit [www.projectshare.ca](http://www.projectshare.ca).