



## MEDIA RELEASE

For immediate release

### 60 Low-Income Kids Supported Through Football Initiative

CALGARY, Alberta – The 2007 football season saw KidSport™ Calgary partnered with **First Calgary Savings** and the **Calgary Stampeders Football Club** to launch a unique initiative to raise money in support of low-income kids in sports.

The newly-developed initiative, launched as the **First Calgary Savings “First Down for Kids”** program, was a creative way for a local community supporter to provide financial assistance to help get local kids off the sidelines and into the game. Through this partnership, First Calgary Savings donating \$10 to KidSport™ Calgary for every yard that running back **Joffrey Reynolds** gained during the regular season. If Reynolds scored a touchdown, First Calgary upped the ante and donated \$100 to the children’s charity.

On Saturday, October 27<sup>th</sup>, First Calgary Savings proudly presented a cheque for **\$15,000** to KidSport™ Calgary during the halftime show at the last Calgary Stampeders home game. There are still many families struggling to enroll their kids in sport due to financial challenges and increasing registration costs. With help from First Calgary Savings and the Calgary Stampeders Football Club, KidSport™ Calgary will be able to relieve some of that financial burden.

Kidsport™ Calgary has been providing assistance to children in need for the past 11 years. Their mission is to “overcome the financial obstacles that prevent some young people from playing sports”. KidSport™ works closely with families and local sport clubs to help pay registration fees and distribute the necessary equipment for local kids to play their chosen sport safely and confidently.

Since 1995, KidSport™ Calgary has helped make sport dreams come true for more than 11,000 kids. This has resulted in financial assistance that now exceeds \$1.9 million in support of kids in Calgary and the surrounding communities. It is a widely held belief that physical activity habits help increase the probability that kids will remain active in adulthood. Sport is a powerful tool that can change a child’s life. In 2007, KidSport™ Calgary distributed more than \$10,000 to support local kids in football programs.

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