



MEDIA RELEASE

For Immediate Release

Elite Athletes Donate Their Time to Support Local Kids

Calgary, AB – Imagine the opportunity to have Jarome Iginla surprise your son or daughter's hockey team for a coaching session they will never forget? Or how about getting the chance to invite a friend to join you for breakfast with Mr. Hockey, Gordie Howe? These opportunities will be more than just wishful thinking for a few lucky bidders thanks to a unique auction event being launched in support of KidSport™ Calgary.

KidSport™ Calgary is pleased to announce the launch of their premiere fundraising initiative called “Bids for Kids” in partnership with **Calfrac Well Services**, an event that involves a collection of unique and rare opportunities to rub elbows with some of Calgary and Canada's most recognizable members of the sport community. With numerous packages available for bidding, representing a wide variety of sports and personalities, there is sure to be something available for every sport enthusiast.

The event will begin with the launch of an online auction site on March 17th, 2008, where lucky locals can start the bidding frenzy for several of the athlete and sport packages. Ten days later, the event will wrap with a casual after work party at Flames Central on Thursday, March 27th, 2008. Tickets to the closing event are being sold through Ticketmaster and the KidSport™ office for \$100 per person, and include entry into the event, a collection of tantalizing Hors D'Oeuvres and refreshments. KidSport™ Calgary will be auctioning a few of the larger packages live during the event, so the only way to bid on these experiences is to attend the closing event – which is being Emceed by Rob Kerr from the Fan 960.

A collection of packages available for bidding include:

- **Jarome Iginla** – Captain, Calgary Flames
- **Gordie Howe** – NHL Hockey Hall of Fame
- **Ken King** – President, Calgary Flames
- **Cassie Campbell & Hayley Wickenheiser** – Olympic Gold Medalists, Women's Ice Hockey
- **Kelly Hrudey** – NHL Alumni & Hockey Night in Canada personality
- **Jeremy Wotherspoon** – World Record Holder, Men's Speed Skating
- **Catriona Le May Doan** – Olympic Gold Medalist, Speed Skating
- **Helen Upperton** – Gold Medalist, World Cup Bobsleigh

Please visit www.bidsforkids.ca for a complete list of packages available through the “Bids for Kids” event.

KidSport™ Calgary is a children's charity that is focused on promoting an active and healthy lifestyle by helping children overcome the financial barriers to participating in team and individual sports. In 2007, KidSport™ Calgary distributed more than \$358,000 to support 1,100 local kids and 12 schools. Their 12-year funding total has now surpassed \$2.2 million in support of 12,000 kids. The “Bids for Kids” event is KidSport™ Calgary's premiere fundraising initiative, and funds raised through the auction and closing event will support further program development and the growth and operation of the KidSport™ program in Calgary.

- 30 -

For more information:

Carly Smith
Regional Manager
The KidSport™ Society of Calgary
Ph: (403) 202-0251
Email: kidsportcalgary@shaw.ca

