



MEDIA RELEASE

FOR IMMEDIATE RELEASE

First Calgary Savings Supports Kids In Need Through Sport

CALGARY, Alberta - KidSport® Calgary has partnered for the second year in a row with **First Calgary Savings** and the **Calgary Stampeders Football Club** to launch a unique initiative that will raise money to support low income kids in sports.

The partnership will see **First Calgary Savings** donating \$10 to KidSport® Calgary for every yard that running back Joffrey Reynolds gains for the Calgary Stampeders. If Reynolds scores a touchdown, First Calgary Savings will donate \$100 to the children's charity. The initiative has been launched as the **First Calgary Savings** "First Down for Kids" program.

Joffrey Reynolds will be rushing towards a final goal of \$15,000 to help support kids participating in football and various other sports. 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, KidSport® Calgary will be able to relieve some of that financial burden.

In 2007, the program helped raise \$15,000 for kids in need and helped fund over 60 low-income children in football related programs.

KidSport® Calgary has been providing assistance to children in need since 1995. 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. 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.

First Calgary Savings is committed to leading, learning and living in our city. Our corporate citizenship philosophy stems from our history as a credit union, which, in its essence, is about people helping people. We will be a leader in fostering vibrant communities by championing partnerships that allow us to leverage our business assets toward inspiring and achieving positive social and environmental change in the communities we serve. We will become recognized as *community advocates* over time by being present, turning possibilities into realities, by taking a stand on critical community issues and by proving we care. We demonstrate leadership in community advocacy in the areas of education and lifelong learning, arts and culture, protecting our planet and strengthening the voluntary sector.

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