



## MEDIA RELEASE

**For Immediate Release**  
**Thursday, January 24, 2008**

### **IGINLA UPS THE ANTE AT NHL ALL-STAR GAME IN SUPPORT OF KIDSPORT™**

**Calgary, AB** – KidSport™ Calgary is pleased to announce Calgary Flames forward and NHL All-Star Jarome Iginla's long standing commitment to KidSport™ Calgary will receive an additional boost this weekend as the NHL hosts it's annual All-Star Weekend in Atlanta, GA. For each goal Iginla scores in this year's NHL All-Star Game, he will make a \$5,000 donation to KidSport™ Calgary. In the case where Eastern Conference All-Stars' goaltenders keep Iginla off the score sheet, the recently named captain of the Western Conference All-Stars will make a minimum donation of \$5,000 to the charity.

Jarome began assisting KidSport™ Calgary in 2000 with a generous donation of \$31,000. His decision to provide the organization with \$1,000 per goal over the course of a full hockey season has benefited thousands of local kids. After the NHL lockout in 2004-05, Iginla decided to spread his generosity even further by taking his initiative nationally and increasing his per goal contribution to \$2,000. The additional \$1,000 contribution is directed to KidSport™ Canada – which has benefited children from coast to coast.

Iginla's race for the coveted Art Ross and Maurice "Rocket" Richard trophies has now brought his seven season funding commitment close to \$400,000. Many of the kids that KidSport™ has been able to reach as a result of Iginla's donations might not have been able to participate in sports without his help. The success of the program has established Iginla as an important and valued partner who not only contributes dollars but acts as a role model for the importance of sport to a child's early development and sense of belonging.

#### **Iginla's Scoreboard of Support:**

- 2000-01: \$31,000
- 2001-02: \$52,000
- 2002-03: \$35,000
- 2003-04: \$54,000
- 2005-06: \$80,000
- 2006-07: \$78,000
- 2007-08 (YTD): \$64,000

**About KidSport™ Calgary:** KidSport™ Calgary is a local, non-profit organization that is focused on providing positive sport opportunities to children from low-income families. We strive to overcome the financial obstacles that prevent some young people from participating in sport. With the help of supporters, KidSport™ has a positive effect on the lives of local kids by raising funds to pay sport registration fees for qualified applicants and by providing sport equipment so kids can play their chosen sport safely and confidently. To date, we have distributed more than \$2 million and have supported close to 12,000 kids.

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#### **For more information:**

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