



MEDIA RELEASE

For Immediate Release

Major Equipment Donation Benefits KidSport™ Calgary

Recently, KidSport™ Calgary was selected as a recipient of the popular Gerry Forbes Ultimate Neighbourhood Takeover contest. This program challenges three CJAY listeners each week to participate in a fundraising challenge that supports various local charities and non-profit organizations. Past challenges have included taking garbage off Calgary streets and collecting thousands of towels for the drop-in centre.

The KidSport™ challenge, which was launched on September 7th, required contestants to collect as many pieces of used and new sporting equipment as they could within a four day time period. When all was said and done, more than 1,600 pieces of new and used equipment were donated to the KidSport™ Calgary program. This equipment will directly benefit low-income children participating in sports in Calgary and area.

The contestants truly rose to the challenge and showed their community spirit by finding creative ways to maximize their donation. In fact, the winner of the challenge held a one day softball tournament to raise money and serve as a drop off for quality used equipment. She put cash donations to good use by purchasing brand new equipment for the program. Candace Richter from the community of Bowness donated 742 pieces of equipment to become the contest winner. She won several prize packages and a backyard party hosted by CJay 92 for her efforts.

The KidSport™ mission is to overcome the financial obstacles that prevent some young people from playing sports. KidSport™ Calgary funds up to \$250 per child per year in registration fees and sport equipment. Since our inception in 1995, KidSport™ Calgary has assisted more than 11,000 kids and distributed over \$1.9 million to support children participating in sport.

Equipment donations are integral to the KidSport™ program, as they enable children to play their chosen sport safely and confidently. Sport Swap is a longstanding partner and the official equipment depot for KidSport™ Calgary. Equipment donations can be taken directly to any Sport Swap location in Calgary.

– 30 –

For more information:

Carly Smith
Regional Manager
KidSport™ Calgary
Ph: (403) 202-0251