



MEDIA RELEASE

New Year, New Skate Shack

Calgary, AB - For the past eight years, KidSport™ Calgary's Skate Shack program has been of great use to many local kids and adults who are learning to skate. The decade trailer, which holds skates and helmets, is towed to local schools and community groups for kids and adults to utilize without charge during the winter season. The program provides opportunities for children who may not normally be able to access skates, and for many kids, it is their very first time putting on skates.

KidSport™ is proud of the Skate Shack program and wants to maintain its quality. Recently, we have been able to do just that. The program has been running since 1999, and there was much need to restore the inventory inside the Skate Shack. Not only were some of the skates and protective gear damaged, but the inventory had never been updated and was unsafe for use.

With our mission to restore the inventory, we enlisted support from a long time sponsor of the Skate Shack – Calgary Corporate Challenge. Together with KidSport™, Corporate Challenge was able to incorporate the Skate Shack into the 2006 Scavenger Hunt. The initiative was to 'Stock the Skate Shack'. To earn their points, the challenge was for corporate companies to purchase a brand new pair of skates, or donate money that would be used for the purchase of skates.

KidSport™ Calgary is pleased to announce that we were able to raise \$30,542. This was a great achievement, and a reflection of genuine humanity in corporate Calgary. In addition, Sport Swap, another Skate Shack sponsor, generously gave KidSport™ a great purchasing deal that allowed us to double our order. With the money that was raised, and the skates that were purchased by companies, we were able to acquire 444 pairs of brand new skates.

With a multitude of brand new skates, we had another challenge on our hands. We needed a bigger "shack." The unbelievable good fortune of the Skate Shack became evident when the Flames Alumni came on board to sponsor the purchase of a brand new trailer.

KidSport™ wants to send out a big thank you to the companies who contributed to 'Stock the Skate Shack', as well as heartfelt gratitude to Sport Swap, Calgary Corporate Challenge, the Flames Alumni, and all of our Skate Shack sponsors. The new trailer was purchased in January; what a great way to kick off the New Year!

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For more information:

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