



MEDIA RELEASE

For Immediate Release

KidSport™ Calgary Wins Sport Leadership & Excellence Award

On September 27, 2007, members of KidSport™ Calgary were proud to accept an award for Sport Leadership and Excellence from the Calgary Sport Council.

The Sport Leadership and Excellence award is an acknowledgement of an organization's outstanding contribution to the betterment of sport in Calgary. The award was presented by Mayor Dave Bronconnier at the third annual Mayor's Breakfast Honouring Sport in Calgary. Major supporters from the sport environment in Calgary and several grassroots and elite athletes were in attendance at the ceremony.

"KidSport™ Calgary is honoured to receive such a prestigious award," says Tom Mawhinney, Chairman of KidSport™ Calgary. "However, the real victory is for the kids who directly benefit from our program."

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 kids in sport. KidSport™ Calgary also hosts events throughout the year that provide children the opportunity to be exposed to a variety of sports alongside local amateur and professional athletes.

"I think that what you guys do is over and beyond what you need to, so once again thank you very very much. Not only is this a wonderful thing for them physically it is also wonderful for them mentally, and it is great for their natural well being." These were the words written in a thank you letter by a mother who had a positive experience with the KidSport™ program.

The result of participation in sport can be much more significant than the initial monetary contribution. Sport is a powerful tool that teaches children skills that are integral to their future growth and development. It is a widely held belief that children who are active in sport while they are young will continue to be active in their adult years. At KidSport™ Calgary, we believe that no child should be left sitting on the sidelines because of financial difficulties.

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For more information:

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