

MEDIA RELEASE



For Immediate Release

FORZANI GROUP LTD TEAMS UP WITH KIDSPORT™ TO PROVIDE OPPORTUNITIES FOR YOUTH

May 3, 2011 (Calgary, Alberta) – KidSport™ Canada and Forzani Group LTD have teamed up to provide the opportunity for youth across Canada to get healthy and physically active by participating in sport. Forzani through its Power of Sport for Kids Program has donated \$100,000/year for three years to go towards promotions, supporting the network of KidSport chapters and sport grants to kids. As well, they have made a significant equipment donation of \$83,500 that will benefit kids in KidSport communities all across Canada.

“We believe as a national partner with KidSport Canada, we can make a significant impact on the health of Canadians as a whole by enabling more children to participate in the sports, activities and play that they otherwise may not have access to,” Matthew Handford, SVP Human Resources and eCommerce for The Forzani Group Ltd. and Power of Sport for Kids Steering Committee Chairman.

“KidSport Canada is very happy to be a partner with the Power of Sport for Kids program because it means hundreds more kids will have the opportunity to play a season of sport in their community,” Diane Jones Konihowski, CEO of KidSport Canada. “Families can apply for a sport grant and/or equipment through their local KidSport Chapter or they can visit our website at www.kidsport.ca for more information”.

Since 1993 11 provincial/territorial and over 175 community KidSport chapters across Canada have raised over \$22 million and helped over 180,000 kids to play a season of sport in their community.

About the Power of Sport for Kids program

The Power of Sport for Kids program, established and facilitated by The Forzani Group Ltd., is a nationwide program created to support at risk children who would benefit from the infusion of sports and activity in their young lives. In-store fundraising initiatives provide the funds for sports equipment and accessories that will give these kids the chance to play.

About KidSport™ Canada

KidSport™ Canada is a national non-profit organization that provides support to kids in order to remove the financial barriers that prevent them from playing organized sport. We believe that no kid should be left on the sidelines and all should have the opportunity to experience the positive benefits of being healthy and physically active.