

**FOR IMMEDIATE RELEASE:**

Tuesday, July 6, 2010

**KidSport Canada and 15 Olympic Heroes Launch Community Initiative**

– *Playground to Podium*, Presented by WinSport Canada, Gives Calgary Families Opportunity to Meet Athletes –

**Calgary, Alberta** – On Tuesday, July 13, Calgary families and young fans are invited to meet more than 15 of Canada's brightest Olympians – including 2010 Olympic Medalists Jon Montgomery, Maëlle Ricker, Charles and François Hamelin, Denny Morrison and Kristina Groves – who have come together through the Playground to Podium initiative presented by WinSport Canada in support of KidSport Canada.

From 5-7pm, the Olympians will be on-site at the Bridgeland/Riverside Community Centre to meet with young fans to sign autographs and memorabilia, enjoy a community BBQ for Calgary families, and take part in interactive interviews on-stage.

The evening will end with a free concert in the park featuring Calgary's *The Dudes* beginning at 7pm. All activities are **FREE** and the community BBQ is provided for a minimum donation to KidSport Canada.

The Playground to Podium initiative was developed to raise funds and awareness for KidSport Canada, a national charitable organization that believes no kids should be left on the sidelines and that all kids should be given the opportunity to experience organized sport.

"Working with Agenda Sport Marketing to develop the Playground to Podium initiative is another great example of how passionate companies can invest in youth and see the immediate return of their efforts," said Diane Jones Konihowski, KidSport Canada's CEO.

Calgary's sport organizations and corporations, led by presenting partner WinSport Canada, have responded to the opportunity, leading to a sold-out corporate hosting portion of Playground to Podium.

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For WinSport Canada, who own and operate the legacy facilities of the 1988 Olympic Winter Games – the training ground for athletes who won 20 of 26 Olympic medals at the 2010 Olympic Winter Games – the opportunity to engage Calgarians is timely, important and necessary.

“It’s a wonderful time for amateur sport in Canada – the 2010 Olympics inspired us all, but inspiration is only the beginning,” said Guy Huntingford, President and CEO of WinSport Canada. “So many of these athletes train and compete at our facilities, and we see the affect Canada’s elite athletes have on Canadian youth every day. It’s time to build on the momentum gained in 2010 by bringing our Olympic heroes together with young fans and Calgary families.”

For Agenda Sport Marketing, who manages many of the athletes contributing to the Playground to Podium initiative, working with KidSport Canada is a natural fit.

“We developed Playground to Podium because we believe that sport has the power to passionately engage and reach people to create positive social change,” said Russell Reimer, Agenda’s Managing Partner. “That’s why the work of KidSport Canada is so important and why so many of the athletes we manage have come together to support the initiative.”

Playground to Podium is presented by WinSport Canada and proudly supported by the following corporate partners and suppliers: WinSport Canada, ATB Financial, Spectra Energy, The Forzani Group Ltd., Cenovus Energy Inc., Intact Insurance, CML Mortgages, Francomedia, WestJet, Tourism Calgary, BMIR, The Main Dish, Tazza Grill and Sushi Bar Zipang.

### **About Playground to Podium presented by WinSport Canada**

**When:** Tuesday, July 13, 5pm-8:30pm  
**What:** Playground to Podium, FREE opportunity to meet Olympians  
**Where:** Bridgeland/Riverside Community Centre, 917 Centre Avenue NE  
**Who:** Calgary families and young fans of Canada’s Olympians  
**Why:** To raise awareness and funds for KidSport Canada  
**Information:** [AgendaSport.ca](http://AgendaSport.ca) / [WinSportCanada.ca](http://WinSportCanada.ca)

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**About KidSport Canada**

KidSport was established in 1993 by Sport BC as a community based sport-funding program that provides grants for children ages 6-18 to participate in a sport season of their choice. There are now over 175 chapters across Canada working to fulfill KidSport's mission of eliminating the financial barriers to sport participation: *So ALL Kids Can Play!*

**About Agenda Sport Marketing**

Agenda Sport Marketing represents a group of Canada's foremost winter and summer Olympians including Olympic Champions Jon Montgomery, Maëlle Ricker, Denny Morrison, Charles and François Hamelin, Duff Gibson, Carol Huynh and Kyle Shewfelt; Four-time Olympic medalist Kristina Groves; World Champion John Kucera; Paralympic Champion Earle Connor; Olympic bronze medalist Ryan Cochrane; Olympians Zach Bell and Jessica Zelinka.

**About WinSport Canada**

The Canadian Winter Sport Institute provides world-class sport facilities where Canadian athletes can discover, develop and excel. WinSport Canada owns and operates Canada Olympic Park in Calgary, AB, the Bill Warren Training Centre located at the Canmore Nordic Centre, the Beckie Scott High Performance Training Centre on Haig Glacier, AB, and Camp Green on Farnham Glacier, BC and funds two-thirds of the Olympic Oval in Calgary. A not-for-profit organization, WinSport Canada supports national sport organizations, encourages educational opportunities and subsidizes the operation of unique training and recreational facilities used by the nation's top athletes and the general public. WinSport Canada also provides the necessary support to host major national and international winter sporting events at the various facilities, making the Calgary/Bow Valley Corridor home to high performance winter sport in Canada. For more information on WinSport Canada please visit [www.winsportcanada.ca](http://www.winsportcanada.ca).