

## News Release

For immediate release

### **KidSport Proud to Announce Saputo as Newest National Partner**

*(Winnipeg, January 25, 2018)* – KidSport proudly announces today a new national partnership with Saputo to provide under-resourced children with the opportunity to grow and benefit from organized sport. Saputo's contribution of \$600,000 over the next three years will help remove the financial barriers to sport, such as registration fees and equipment costs.

Over 30 percent of Canadian youth under the age of 18 cannot afford to play organized sport and KidSport's mission is to ensure that no child is left on the sidelines. "We are both delighted and grateful to be beginning this partnership with Saputo", says Jamie Ferguson, Chair of KidSport. "At KidSport we believe passionately in the power of sport, and the positive impact it can have on the social and physical development of our children. We think every child deserves the chance to take part and reap those benefits, and we are thrilled to have a partner in Saputo who not only supports our cause, but shares our passion".

Since 1993, KidSport has distributed \$68 million in grants to over 750,000 kids across the country. KidSport is present in every Canadian province and the Northwest Territories, and with this new partnership will be able to expand its reach to ensure an even greater number of under-resourced children get the chance to play.

#### **About KidSport:**

KidSport is a national not-for-profit organization with funding support from the Government of Canada that helps remove financial barriers that prevent kids from playing sport by providing assistance for registration fees and sport equipment to children aged 18 and under. Through a confidential application process grants are provided to kids through 177 community chapters so they can play a season of sport.

[www.kidsport.ca](http://www.kidsport.ca)

- 30 -

#### **For more information:**

Bryan Ezako  
Manager, KidSport  
bezako@kidsportcanada.ca  
204.925.5914