



FOR IMMEDIATE RELEASE  
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## **New Ambassador on KidSport Edmonton’s Ambassador Team**

*Jason Gregor is the newest member to the KidSport Edmonton Ambassador Team*

(Edmonton, AB) – KidSport Edmonton is growing their Team of Ambassadors and KidSport is proud to announce that Jason Gregor from The Jason Gregor Show on TSN has signed up to help make it, ‘So ALL Kids Can Play!’. 1 in 8 Edmonton kids cannot afford to participate in sport due to the cost of organized sport<sup>i</sup> and out of over 980,000 Edmontonians<sup>ii</sup>, we have a lot of kids left sitting on the sidelines and missing out on the positive benefits that sport provides.

“Every kid deserves the chance to play a sport and the socioeconomic status of their family should not be the deciding factor on whether or not they get to kick a ball with their friends. For kids, it’s about fun. For adults, we see the benefits sport provides for our kids. And that’s why I support KidSport who works hard to cover the cost of sport registration fees for vulnerable, local kids,” says Jason Gregor, KidSport Edmonton Ambassador.

In addition to hosting his sports talk show from 2 p.m. to 6 p.m. on TSN 1260, he is also the lead columnist at the popular OilersNation.com. Jason was named a Paul Harris Fellow by Rotary International in 2014 and was named one of Edmonton’s Top 40 under 40 in 2011. He has been listed as Edmonton’s favorite Sports Host by Vue Magazine from 2011-2017 and he was the reader’s choice for top radio talk show host in the Edmonton Journal in 2014.

Besides being an avid sports enthusiast, Jason is very passionate about philanthropy and community involvement. Over the past 6 years he has raised over \$1.5 million on his radio show for charities including, The MS Bike Tour, Santa’s Anonymous, The Christmas Bureau, Alzheimer’s Faceoff and many more. He founded The Gregor Foundation in 2014 with the purpose of helping underprivileged boys get a suit, shirt, ties and shoes for graduation. KidSport is thankful, excited and proud to welcome Jason Gregor to the Ambassador Team!

To learn more about KidSport Edmonton’s game-changing work in the community, [www.KidSport.ca/Edmonton](http://www.KidSport.ca/Edmonton)

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### **About KidSport:**

KidSport has been in the game since '95 as a local non-profit organization, making the assist to fund sport registration fees for kids who otherwise would be left sitting on the sidelines due to the financial barriers that their families face. KidSport believes in the power that sport can have on a vulnerable kids’ life and believes in breaking down the financial barriers that many families face.

“Thank you for helping me get into hockey, I can’t wait to play in the NHL one day!” – A happy KidSport kid

### **For more information:**

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[www.KidSport.ca/Edmonton](http://www.KidSport.ca/Edmonton)

<sup>i</sup> EndPoverty Edmonton – An Overview January 2017

<sup>ii</sup> <http://worldpopulationreview.com/world-cities/edmonton-population/>