



KidSport Calgary and Area
750, 2424 4th Street SW
Calgary, AB, T2S 2T4

March 21, 2018

FOR IMMEDIATE RELEASE

KIDSPORT CALGARY & AREA SELECTED AS CHARITY PARTNER FOR THE 2018 CALGARY NATIONAL BANK CHALLENGER

CALGARY, Alberta – Professional tennis is coming to Calgary’s very own Osten & Victor Alberta Tennis Centre this October 13-21, and today the organizing committee confirmed one more piece to their overall plan as they work to make this the top stop on the ATP Challenger Tour. KidSport Calgary & Area will be the official charity partner of the 2018 Calgary National Bank Challenger as the tournament looks to highlight the critical work of the local KidSport chapter here in Calgary.

“We are proud to introduce and recognize KidSport Calgary as our official charity partner of the National Bank Challenger coming to Calgary” shared Danny Da Costa, General Manager of OSTEN & VICTOR Alberta Tennis Centre and Tournament Director. “KidSport Calgary is the perfect partner for us as they work to break down the financial barriers facing local kids when it comes to sport participation. We have followed their work closely and are inspired by the impact they have on our community. We look forward to working with the KidSport Calgary team to create tennis and sport opportunities for some of our communities most vulnerable kids.”

The Calgary National Bank Challenger is sanctioned by the ATP and will be offering a total prize of \$75,000 US to the players. The tournament will showcase the best up and coming players on the ATP World Tour.

As the official charity partner, KidSport Calgary will be a big part of the entire tournament as the organizing committee looks to help build awareness and raise funds for the local KidSport chapter servicing Calgary and surrounding area. This will culminate in KidSport Day at the Calgary National Bank Challenger on Thursday October 18th. KidSport day will be presented by tournament media partner and long-time KidSport partner Sportsnet 960 The Fan. This day will see a percentage of ticket sales directed to KidSport as well as some unique opportunities presented throughout the day where KidSport can share their story and recognize their volunteers and partners.

“We are very excited and proud to be recognized through this outstanding partnership with the Calgary National Bank Challenger, their organizing committee and the state of the art Osten & Victor Alberta Tennis Centre” said Kevin Webster, Executive Director, KidSport Calgary & Area. “This event partnership is going to have a very positive impact on our organization and the thousands of local families we support. Together we will be raising awareness and dollars to ensure we can continue to support the kids in our community who need us the most. The tournament will further motivate and inspire these kids to get involved and be active in sport as they get to see world class tennis right here in our own city.”

After more than 22 years of providing support to local kids and families, KidSport Calgary has helped more than 42,500 kids with sport registration fee assistance and has distributed over \$10.6 million, locally raised dollars, into local sports community and back into our local economy to allow area youth a chance to live out their dreams and play. Partnerships like the one announced today with the Osten & Victor Alberta Tennis Centre and the Calgary National Bank Challenger play a huge role in helping maintain this impact and keep up with the ongoing growth in demand for this great program.

The 2018 Calgary National Bank Challenger is held from October 13-21st. The organizing committee is currently seeking volunteers to join their organizing committee as well as support the tournament next October. For

So **ALL** Kids Can Play!

KidSport.ca



information on volunteering, KidSport day, becoming a sponsor, corporate hospitality or ticket sales, you can contact the Osten & Victor Alberta Tennis Centre at info@albertatenniscentre.ca

-30-

FOR MORE INFORMATION:

Kevin Webster
Executive Director, KidSport Calgary
kevinw@kidsportcalgary.ca
403-874-3692

Danny Da Costa
Tournament Director, Calgary National Bank Challenger
ddacosta@albertatenniscentre.ca
587-393-1604

ABOUT KIDSPORT

KidSport is a national non-profit organization that gets kids off the sidelines by removing the financial barriers that prevent youth from participating in organized sport. KidSport Calgary & Area is proud to be one of the 175 provincial/territorial and community KidSport chapters committed to making it So ALL Kids Can Play! As the local KidSport chapter for Calgary & Area they provide service to families in Calgary, Airdrie, Black Diamond, Cochrane, Chestermere, High River, Rocky View County, Strathmore and Turney Valley. www.KidSport.ca/Calgary to learn more.