

December 19, 2011

## **215 Volleyballs Donated to KidSport Canada for Children Across Canada**

**Calgary** – Tourism Calgary and the Calgary Sport Tourism Authority (CSTA) are donating 215 volleyballs for distribution across Canada through KidSport Canada. Benefits to grassroots sport and the community are two key reasons why Tourism Calgary and the CSTA pursue marquee events like the 2015 Canadian Open Volleyball Championship (COVC). The 215 volleyballs are Tachikara brand, the official supplier of Volleyball Canada.

The second COVC will be held in May of 2015 and Calgary is currently competing in the host city selection process. Tourism Calgary and the CSTA are bidding for the event alongside other Canadian cities for the right to host the event, which has the potential to produce a total gross economic impact of \$18.2 million for Calgary. The event will bring together 800 teams under eight age categories to compete in the largest national volleyball championship in Canada's history.

"Hosting the Canadian Open Volleyball Championship and the 10,000 athletes, coaches and officials who would travel to the event would provide outstanding economic benefit to Calgary's tourism industry," said Randy Williams, Tourism Calgary President and CEO. "Major national sporting events like these provide wide-ranging benefits beyond tourism; creating physical and social legacies that long outlast the short duration of any event."

KidSport Canada, a national not-for-profit organization, believes that no kid should be left on the sidelines and all should be given the opportunity to experience the positive benefits of organized sports. "KidSport is truly appreciative of the generous and creative gesture from Tourism Calgary to donate and distribute 215 new volleyballs to needy schools and clubs across the country throughout the KidSport Canada network," said Mark Kosak, KidSport Calgary Regional Manager. "It's a great way to distinguish the 2015 Calgary Canadian Open bid, make a difference in the lives of so many kids, and in growing the sport of volleyball".

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