



KidSport™ Alberta Welcomes Strad Energy Services to Provincial Team

-For Immediate Release-

July 15, 2011

Edmonton, Alberta – KidSport Alberta is pleased to announce a new provincial player to our KidSport team. *Strad Energy Services* is a leading provider of solutions to the North American energy industry. They are a company that believes that by becoming a partner in the social and economic development of their local communities, *Strad* and its employees can help make a difference in the areas where they live and work. They embrace the values of family and community and believe in the KidSport mission that all kids should be given the opportunity to experience the positive benefits of organized sports. Through 2014, *Strad* has made a commitment to support KidSport Alberta by directing funds to local chapters and supporting various program needs.

KidSport Alberta is also pleased to announce the addition of Rob Grandfield to our Provincial Board of Directors. Rob comes to the KidSport with extensive experience leading successful teams but also with prior KidSport experience as he was the Chair of KidSport Stettler from 2003 to 2009. We look forward to working with Rob and the *Strad* Team to help ensure even more kids get the chance to play the sport of their choice. For more information on *Strad Energy Services*, visit <http://www.stradenergy.com>.

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. Since its inception in 1995, KidSport chapters in Alberta have helped more than 42,000 kids pursue their dreams in sports and distributed more than \$7.3 million towards registration fees or equipment. Currently there are 35 local KidSport chapters across Alberta that are managed by over 275 volunteers. For more information about the KidSport™ program in Alberta, visit <http://www.kidsport.ab.ca/>.

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So ALL Kids Can Play!

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