



FOR IMMEDIATE RELEASE:

Wednesday, June 24, 2009

MEDIA & PHOTO ADVISORY

Olympic Champion Duff Gibson and a Team of Olympians will Join Over 500 of Calgary's Youth for a Day of Sport Discovery

What: Olympic Champion Duff Gibson and a team of Olympians will be at Canada Olympic Park and Cardel Place on Saturday, June 27 for a day of sport discovery with over 500 of Calgary's youth ages 6-12.

The new initiative launched by the Calgary Sport Council and its Facility Partners is called All Sport One Day and aims to provide young Calgarians with an opportunity to discover a new sport for FREE.

Following an overwhelming response to FREE registration, All Sport One Day promises to be a fun-filled day of excitement and sport discovery.

Who: Duff Gibson, Olympic Champion, Skeleton
Several of Calgary's Olympians

When: Saturday, June 27, 2009, 9am-3pm

Where: **Canada Olympic Park**
88 Canada Olympic Road SW
Calgary, Alberta

Cardel Place
11950 Country Village Link NE
Calgary, Alberta

Contacts: **Russell Reimer**
Partner, Agenda Sport Marketing
Cell: (403) 585-8242
Office: (403) 698-6990

Brendon Arnold
Communications Specialist
WinSport Canada
Cell: (403) 461-9074
Office: (403) 247-5601