



FOR IMMEDIATE RELEASE:

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Olympic Champion Duff Gibson Teams-Up with Calgary Sport Council to Launch FREE Sport Discovery Initiative for City's Youth
– Cardel Place and Canada Olympic Park to Host Inaugural All Sport One Day –

Calgary, Alberta – On Saturday June 27, 2009, All Sport One Day will provide over 500 young Calgarians, ages 6-12, with an opportunity to discover a new sport at Cardel Place and WinSport Canada's Canada Olympic Park for FREE by registering online at AllSportOneDay.ca.

For Olympic champion Duff Gibson, the importance of the All Sport One Day initiative is in the moments of sport discovery.

"I think everyone has the potential to be great at something and often the problem is just figuring out what that is. That's why I've teamed-up with the Calgary Sport Council for All Sport One Day — to introduce as many kids to new sports as possible," said Gibson. "When a kid finds something they love to do it can be a lifelong gift. When a kid finds something they love to do and they have some real talent for it, the possibilities are endless."

The Calgary Sport Council's Executive Director, Tim Bjornson believes that the initiative is establishing an important partnership with facilities that will really benefit Calgary's youth.

"All Sport One Day will provide parents with an opportunity to give their children a sampling of several different sport activities they may not have exposed them to before," said Bjornson. "Our facility partners make it possible to offer sport discovery opportunities for kids to create a passionate connection to sport that we believe drives lasting interest and lifetime involvement."

Cardel Place and WinSport Canada's Canada Olympic Park are offering eight sport activities at each facility with a focus on providing an opportunity for young Calgarians to discover a new sport.

The sport activities include mountain biking, Hap Ki Do, orienteering, rock climbing, kickboxing, trampoline aerials, roller luge, summer biathlon and cricket among others.

Several of Canada's most prominent Olympic and Paralympic medalists have also committed volunteer time to promote All Sport One Day including Duff Gibson, Carol Huynh, Kyle Shewfelt, Earle Connor and Amy Nixon.

The All Sport One Day Ambassadors will be making elementary school visits to inspire Calgary kids to get involved and discover a new sport. The Ambassadors will also welcome kids and get into the action during All Sport One Day at Cardel Place and Canada Olympic Park on Saturday, June 27.

WinSport Canada's President and CEO Guy Huntingford is enthusiastic about the Calgary Sport Council's leadership and the inaugural All Sport One Day initiative.

"We're proud to be a founding facility partner and to host All Sport One Day. When the Calgary Sport Council approached us, we were excited to get involved," said Huntingford. "Calgary has such unique sport opportunities for kids to discover. From mountain biking to roller luge, we're happy to welcome Calgary's youth to Canada Olympic Park."

Cardel Place General Manager, Sue Scott echoed those sentiments. "As community leaders in the quality of life sector, this is where our focus should be for All Sport One Day — on these moments of sport discovery. We welcome Calgary's youth to Cardel Place to discover opportunities we hope will spark lifelong interest in active living," added Scott.

About the All Sport One Day Initiative

With the support of our facility partners, All Sport One Day will act as a catalyst to remove the perceived barriers that limit young Calgarians from discovering a new sport.

In the inaugural year of the initiative, Cardel Place and WinSport Canada's Canada Olympic Park are offering 16 different sports for over 500 young Calgarians, ages 6-12, to discover for FREE.

When:	Saturday, June 27
Where:	Cardel Place and Canada Olympic Park
Who:	Calgary youth ages 6-12
Why:	To discover a new sport for FREE
Register:	<u>Online Registration ONLY, AllSportOneDay.ca</u>

About the Calgary Sport Council

Established in 2001, the Calgary Sport Council is the voice of amateur sport in the City of Calgary and strives to enable all Calgarians to experience and enjoy involvement in sport to the extent of their abilities and interest.

For more information about the Calgary Sport Council, visit CalgarySportCouncil.ca.

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Media Contacts

Tim Bjornson
Executive Director, Calgary Sport Council
Main: (403) 387.7772
Email: tim@calgarysportcouncil.ca

Russell Reimer
Partner, Agenda Sport Marketing
Main: (403) 698.6990
Cell: (403) 585.8242
Email: Russell@agendasport.ca