



## FOR IMMEDIATE RELEASE

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### **WinSport joins KidSport Calgary Community Recycling Program**

CALGARY, Alta. – WinSport is excited to announce it has extended its support of KidSport Calgary by joining the KidSport Calgary Community Recycling Program.

WinSport joins nearly 40 Calgary companies which are currently part of the Community Recycling Program. That means the money from all refundable beverage containers that are collected at Canada Olympic Park go to KidSport.

“We have been a longtime supporter of KidSport and we are happy to do our part in helping kids experience the benefits of organized sports,” says WinSport President and CEO Barry M. Heck. “While we have a number of our own initiatives at WinSport to help remove the financial barriers to sport, the work that KidSport does to change the lives of thousands of kids each year is amazing.”

In 2016, the cooperation between WinSport and KidSport led to 122 kids having the opportunity to be introduced to winter sport. Through the first five months of 2017, a total of 59 kids experienced sport at Canada Olympic Park.

“We are ecstatic to be able to continue to build on our strong partnership with WinSport,” says Kevin Webster, Executive Director of KidSport Calgary & Area. “It is a partnership built with the focus of helping breakdown the financial barriers some families face when it comes to sport opportunities. WinSport is a true partner in every sense of the word. We continue to work together to stretch our dollars and increase accessibility for local kids at a world-class facility.”

Guests to Canada Olympic Park can deposit all refundable beverage containers in bins located throughout the park.

“One bottle or can at a time! That is exactly how the KidSport Calgary recycling program works, and it is starting to take significant strides in positively impacting the long-term sustainability of KidSport here in Calgary,” said Webster. “Getting kids active on ice and snow is something truly Canadian and we are proud to see WinSport join our recycling team to continue to make this a reality.”

For more information on the program, visit [kidsport.ca/Calgary](http://kidsport.ca/Calgary) or [winsport.ca](http://winsport.ca).

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#### **About WinSport**

*WinSport provides world-class sport facilities where Canadian athletes can discover, develop and excel. WinSport owns and operates Canada Olympic Park in Calgary, Alta., the Bill Warren Training Centre located at the Canmore Nordic Centre and the Beckie Scott High Performance Training Centre on Haig Glacier, Alta. A not-for-profit organization, WinSport supports national sport organizations, encourages educational opportunities and subsidizes the operation of unique training and recreational facilities used by the nation's top athletes and the general public. For more information on WinSport please visit [www.winsport.ca](http://www.winsport.ca).*

**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 is proud to be one of the 189 provincial/territorial and community KidSport chapters committed to making it So ALL Kids Can Play!*

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