



FOR IMMEDIATE RELEASE

Friday, July 15, 2016

WinSport, Calgary Pride announce cancellation of Pride Slide event

CALGARY, Alta. – WinSport, along with Calgary Pride, are disappointed to announce today the decision to cancel the WinSport Pride Slide, which was intended to be the public kick-off event for the 26th annual Pride Week.

The decision to cancel the event, scheduled for Aug. 27, was due to poor ticket sales since the launch date three weeks ago.

“Unfortunately, ticket sales did not live up to our expectations and with various deposit deadlines approaching, we could not wait any longer to make the decision to cancel the event,” said WinSport President and CEO Barry M. Heck. “We will continue to work with Calgary Pride in the future, including this year’s symposium, festival and parade. WinSport will honour our commitment to make a donation this year to Calgary Pride, despite the cancellation of the event.

Full refunds are available for those who purchased tickets. Customers will be notified of the cancellation and any tickets bought through Ticketmaster phone and Internet channels will be refunded automatically. Tickets purchased from an outlet will have to be returned to point of purchase.

“It’s regrettable that this year the Pride Slide won’t be happening. Nonetheless, we continue to have a great partnership with WinSport who are doing excellent things to support the LGBT community in sport,” said Stephen Wright, President of Calgary Pride. “I look forward to our continuing initiatives together. I want all Calgarians to know that this won’t have any impact on the Pride Parade and Festival, which are going ahead as planned, and WinSport will be there with us.”

WinSport continues to be a proud supporter of Pride Calgary and despite the cancellation of Pride Slide, will celebrate and promote a community free from discrimination based on gender identity or sexual orientation during the 26th annual Pride Week.

With the purchase of the slide from the manufacturer proceeding, WinSport will announce details of other slide opportunities in the coming weeks.

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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.

About Calgary Pride

Calgary Pride is a not-for-profit organization that exists to promote equality and celebrate Calgary's diversity. The annual Pride Festival including the Pride Parade and Pride in the Park draws more than 50,000 attendees and it Canada's fastest-growing Pride.

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