



## **FOR IMMEDIATE RELEASE**

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### **WinSport jumps into new sponsorship with Springfree Trampoline**

CALGARY, Alta. – WinSport is proud to announce a new partnership with Springfree Trampoline, the world’s safest trampoline.

In Springfree Trampoline’s first major sponsorship in Canada, the new multi-year sponsorship agreement will see Springfree Trampoline provide cash and product to the Winter Sport Institute over the next three years. The agreement will provide year-round product trial opportunities at high traffic WinSport events and will also be integrated into WinSport’s programming, which includes more than 700 children each day participating in summer camps.

“Springfree Trampoline is the kind of organization that WinSport partners with. Our efforts to help Calgarians – and all Canadians for that matter – lead an active and healthy lifestyle aligns with the focus of Springfree,” says WinSport President and CEO Barry M. Heck. “Safety is paramount to everything we do at WinSport, and as a result, Springfree’s commitment to safety is an essential factor in creating this partnership.”

Springfree Trampoline joins several other world-class WinSport sponsors, including Under Armour, Rossignol and Burton.

“Partnering with WinSport made perfect sense for Springfree. Our commitment to health, active play and safety for families are completely aligned,” says Springfree President and Chief Bouncing Officer Steven Holmes. “Strategically, we want to build partnerships with organizations that can help us connect with families in Calgary. We value the fact that WinSport is a not-for-profit organization and believe that our corporate partnership will help ensure that families can enjoy such a fantastic facility for years to come.”

The Springfree Trampoline was designed in New Zealand by engineer Dr. Keith Alexander at the University of Canterbury, and involved more than 15 years of injury prevention research. The trampoline’s design, which was commercialized in 2003 and is now sold in 15 countries, removes the traditional impact areas that cause equipment induced trampoline injuries.

Springfree’s Calgary location at 6999 11st Street S.E. is Canada’s only current retail location.

WinSport is home to hundreds of high-performance and developing athletes in a variety of sporting disciplines, with a focus on winter sports. In addition, more than one million people visit WinSport Canada Olympic Park and WinSport Canmore year-round to watch and participate in variety of activities.

**About WinSport**

*The Winter Sport Institute 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 Springfree Trampoline**

*Springfree Trampoline, the world's safest trampoline, is sold in 15 countries and received the 2010 Product of the Year Award in both the United States and Canada. Springfree Trampoline is available in select retail stores in Calgary and across Canada. To find a store near you or to purchase online, go to [www.springfreetrampoline.ca](http://www.springfreetrampoline.ca) or call 1-877-JUMP-SAFE.*

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