



FOR IMMEDIATE RELEASE:
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Olympic Champion Duff Gibson and Calgary Sport Council to Launch FREE Sport Discovery Initiative for City's Youth

– All Sport One Day Community-Wide Initiative Expands to Six Partner Facilities –

Calgary, Alberta – On Saturday, June 19, All Sport One Day will provide over 1,200 young Calgarians, ages 6-12, with an opportunity to discover a new sport for FREE by registering online at AllSportOneDay.ca.

For Olympic Champion Duff Gibson, the Calgary Sport Council's Ambassador, the importance of All Sport One Day is in the moments of sport discovery.

"I wish every kid had the chance to find a sport they love to do. That's why I'm proud again to team up with the Calgary Sport Council for All Sport One Day," said Gibson. "This is an incredible time for sport in Canada and getting kids into something new is what this initiative is all about."

Now in its second year, the community initiative that began with two partner facilities and four sport organizations has expanded to include six facilities and 23 organizations. That's good news for Calgary Sport Council's Chair, Mike Urquhart who is pleased with the growth of All Sport One Day.

"We welcome Calgary's youth to a sampling of unique sport activities offered throughout the City," said Urquhart.

"The support we are receiving from our partner facilities and sport organizations is fantastic, allowing our capacity to more than triple in size for 2010. With the opportunity to discover 30 sport activities, we hope that a great day of fun will help encourage Calgary's youth to make sport an important part of their lives."

Joining Cardel Place and WinSport Canada's Canada Olympic Park are four new partner facilities including Don Hartman North East Sportsplex, South Fish Creek Recreation Association and The City of Calgary's Southland Leisure Centre and Village Square Leisure Centre.

To expand the scope of the event and its community reach, the following sport activities are being offered: Aikido, Archery, Badminton, Balance Challenge, Biathlon, Climbing, Cricket, Fencing, Floor Hockey, Gymnastics, Hip Hop, Hockey, Judo, Karate, Lacrosse, Learn to Skate, Roller Luge, Mountain Biking, Netball, Orienteering, Ringette, Roller Hockey, Ski Jumping, Team Handball, Touch Rugby, Trampoline, Ultimate Frisbee, Vertical Challenge, Wallyball and Wushu.

Several of Canada's most prominent Olympic and Paralympic medallists and Olympic hopefuls also committed volunteer time to promote All Sport One Day acting as the Calgary Sport Council's Ambassadors including Duff Gibson, Amy Nixon, Blythe Hartley,

Carol Huynh, Colleen Sostorics, Denny Morrison, Earle Connor, Jessica Zelinka, Kristina Groves, Kyle Shewfelt and Ryan Correy.

All Sport One Day Ambassadors have visited elementary schools 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.

Cardel Place General Manager, Sue Scott, is thrilled about the development of All Sport One Day and the expansion to six facilities.

“As a partner facility, All Sport One Day is extremely important to helping us reach one of our primary goals at Cardel Place – to enhance quality of life through sport discovery and physical activity. And we know we can’t achieve this outcome alone,” said Scott.

“Through the partnership with five other facilities we look forward to collectively creating opportunities for all children and youth to play. Our hope is that the Calgary Sport Council’s All Sport One Day is the catalyst that sparks lifelong interest in sport and a passion for physical activity.”

About the All Sport One Day Initiative

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

When: Saturday, June 19, 10:00 am-3:00 pm
Where: Canada Olympic Park, Cardel Place, Don Hartman North East Sportsplex, Southland Leisure Centre, South Fish Creek Recreation Association and Village Square Leisure Centre
Who: Calgary youth ages 6-12
Why: To **discover** a new sport for FREE
Register: [Online Registration ONLY, AllSportOneDay.ca](http://Online.Registration.ONLY.AllSportOneDay.ca)

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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.

Media Contacts

Tim Bjornson
Executive Director
Calgary Sport Council
Main: 403.387.7772
tbjornson@calgarysportcouncil.ca
www.CalgarySportCouncil.ca

Helene Darnet
Communications & Program Coordinator
Calgary Sport Council
Main: 403.387.7772
hdarnet@calgarysportcouncil.ca
www.CalgarySportCouncil.ca

About All Sport One Day Partner Facilities

WinSport Canada's Canada Olympic Park

WinSport Canada and our team at Canada Olympic Park believe that when children get involved in sport they learn positive values, pursue healthier lifestyles, and their academic achievement is enhanced. It is precisely for these reasons that we applaud the Calgary Sport Council's All Sport One Day initiative and continue as one of the day's most enthusiastic supporters.

Guy Huntingford, President and CEO - WinSport Canada

Cardel Place

Through partnership with the Calgary Sport Council and All Sport One Day - partners, Cardel Place looks forward to collectively creating opportunities to enhance quality of life through sport discovery and physical activity for all children and youth of Calgary.

Sue Scott, General Manager – Cardel Place

Don Hartman North East Sportsplex

At the Don Hartman North East Sportsplex, we believe that every member of the community deserves the privilege of participating in sport and recreation activities. And through the Calgary Sport Council's All Sport One Day initiative, we encourage everyone to come out and discover just how much fun sport really is!

Perry M. Cavanagh, General Manager – Don Hartman North East Sportsplex

South Fish Creek Recreation Association

The South Fish Creek Recreation Association is excited to partner with the Calgary Sport Council's All Sport One Day initiative. We strongly believe in the value of sport and recreation, and in an effort to promote active living, we welcome the opportunity to introduce Calgary's youth to a sampling of unique activities offered at our facility and throughout the City.

Les Turner, General Manager - South Fish Creek Recreation Association

Southland Leisure Centre

At the Southland Leisure Centre, we pride ourselves in being a Family Active Living Centre and serving as a community hub for all ages. So a partnership with the Calgary Sport Council's All Sport One Day initiative was only natural – we're proud to help encourage the youth of Calgary to discover and develop a relationship with a healthier lifestyle.

Sue Lodge, Recreation Supervisor - Southland Leisure Centre

Village Square Leisure Centre

All Sport One Day is an important step in meeting the needs of our communities in terms of improving health and allowing those who are in need, the chance they deserve to become more active. The City of Calgary's Village Square Leisure Centre is proud to partner with the Calgary Sport Council in offering All Sport One Day to the youth of Calgary.

Connie Donais, Program Coordinator – Village Square Leisure Centre