



FOR IMMEDIATE RELEASE

Tuesday, February 10, 2015

WinSport to protest against winter hibernation

CALGARY, Alta. – WinSport is taking a stand against hibernation – with the exception of bears – and encouraging Calgarians to anti-hibernate this winter at WinSport, Canada’s Winter Playground.

A formal protest against hibernation will take place on Wednesday, Feb. 11, 2015, from 11 a.m. to 1:30 p.m. on Stephen Ave. Mall at 2nd street S.W. WinSport Team Members will be on hand for the peaceful protest, handing out prizes to encourage residents to get off the couch and get active.

“We are Canadians; we are hardy and resolute. Calgarians, especially, should embrace winter and stay active, despite how low the mercury drops,” said WinSport President and CEO Barry M. Heck. “We live for activity outdoors from coast to coast in all conditions and that’s what makes Canadians so great.”

“As we near the mid-way point of winter, we say to Mother Nature, bring it on! And for those who have feared the cold, get outside and stop hibernating.”

Studies have confirmed that one in three Canadian children is either overweight or obese. In addition, Canada received a failing grade in physical activity and sedentary behaviours in the 2014 Active Healthy Canada’s report on physical activity for children and youth.

“The amount of physical activity Canadians are getting each day isn’t near enough,” said Heck. “Together with WinSport, Calgary parents need to help lead the way for our city youth to put the gaming systems away and stay active, even in the winter.”

As Canada’s Winter Playground, WinSport offers programs and activities for all ages, from young toddlers all the way up to senior citizens.

In addition to providing 35 acres of terrain for skiing and snowboarding, Discover Lessons and programs, WinSport is home to more than two kilometres of cross-country trails, along with skating and hockey programs. Thrill-seekers can get off their recliner and fly down WinSport’s sliding track in our public bobsleigh at speeds of more than 100 km/h with G-forces of up to 4.5Gs.

At the Winter Sport Institute, winter is our defining season. We are synonymous with all things winter and proudly lead Calgarians in the anti-hibernation movement.

What: WinSport protests hibernation.

Who: WinSport Staff

When: Wednesday, Feb. 11, 2015, 11 a.m. to 1:30 p.m.

Where: Stephen Ave. Mall at 2nd Street S.W.

*Media note: Kristen Wynne, WinSport's communications & sponsorship specialist, will be onsite during the protest. She can be reached at 403-333-2724.

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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.winsportcanada.ca.

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