

**MEDIA ADVISORY**

May 14, 2009

**WinSport Canada, in partnership with the Government of Alberta, announces unique initiative to support sport in Canada**

Calgary, AB – The Canadian Winter Sport Institute is proud to launch a new initiative to help grow and support sport in Canada – the WinSport Canada Sponsorship Summit 2009. This one-of-a-kind conference will be hosted from September 23 through 25 at WinSport Canada’s Canada Olympic Park in Calgary, Alberta.

The WinSport Canada Sponsorship Summit, through the expertise of an international panel of speakers, will guide sport organizations and corporations through the complete 360 degree sponsorship process from brand building to negotiating to measuring return on investment. The purpose of the Summit is to provide Canadian sport event organizers, athletes and sport governing bodies with the information and tools to market themselves in a way that will help guarantee long-term funding to secure Canada’s future sport success. At the same time, it will show corporations how they can benefit through a sponsor relationship with sport properties.

- WHAT:** Launch of the WinSport Canada Sponsorship Summit 2009
- WHEN:** 1:00 p.m. Tuesday, May 19, 2009
- WHO:** Guy Huntingford – President & CEO, WinSport Canada  
Roger Jackson – CEO, Own the Podium
- WHERE:** Olympic Hall of Fame and Museum, Canada Olympic Park  
88 Canada Olympic Road S.W., Calgary, Alberta

**WinSport Canada**

The Canadian Winter Sport Institute provides world-class sport facilities where Canadian athletes can develop and excel. WinSport Canada owns and operates Canada Olympic Park in Calgary, AB, the Bill Warren Training Centre located at Canmore Nordic Centre, the Beckie Scott High Performance Training Centre at Haig Glacier, AB, and Camp Green at Farnham Glacier, BC. As a non-profit organization, WinSport Canada 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. WinSport Canada also provides the necessary support to host major national and international winter sporting events at the various facilities, making the Calgary/Bow Valley area home to high performance winter sports in Canada. For more information on WinSport Canada please visit [www.winsportcanada.ca](http://www.winsportcanada.ca).

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**For more information, please contact:**

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