

FOR IMMEDIATE RELEASE
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Calgary to be New Home of Canada's Sports Hall of Fame

Toronto, ON ... Canada's Sports Hall of Fame will now call the City of Calgary home. Following an extensive bid and review process, the Hall's Board of Governors have selected Calgary as the new home for the Hall. The bid submission was spearheaded by the Calgary Sport Tourism Authority and includes the following community stakeholders: Calgary Olympic Development Association (CODA), the Government of Alberta, Tourism Calgary, Canadian Sport Centre, Calgary Arts Development Authority, The City of Calgary and the Calgary Sport Council.

The announcement was made by Senator Trevor Eyton, Chairman of the Hall's Board of Governors. "This decision reflects a long period of renewal for Canada's Sports Hall of Fame. We are pleased to announce that future generations of our young people will draw inspiration from Canada's sports heroes at our new location in the city of Calgary at CODA's Canada Olympic Park. We congratulate Roger Jackson and Bob Hamilton the co-chairs of this bid.

"Sport is an essential part of our Canadian identity and cultural heritage," said Roger Jackson. "Canada's Sports Hall of Fame is a national treasure, and we are honoured to be establishing a permanent facility for it in Calgary."

"Calgary is an ideal location for Canada's Sports Hall of Fame. In addition to our strong sense of volunteerism, philanthropy and entrepreneurial spirit, our city boasts an unrivalled passion for sport, which Canada's Sports Hall of Fame will benefit greatly from," said Bob Hamilton.

Keith Pelley, Chairman of the Hall's Relocation Committee outlined why this bid met the criteria to bring the Sports Hall to Calgary. "We invited cities from across Canada to submit bids through an RFP process. This bid had many key components that we were looking for in a new location. It was evident that the city of Calgary would effectively mobilize community and private sector financial resources. They also offered a site where the population and the tourist potential would ensure long-term viability. And most importantly, the actual location of the Hall will reflect its national stature and significance, in a prestigious environment."

"This is a great day for Alberta, and for the rest of our nation," said Lindsay Blackett, Minister of Alberta Culture and Community Spirit. "Alberta is proud to share in the telling of Canada's sporting history and heritage by hosting Canada's Sports Hall of Fame."

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“This will be a wonderful addition to Canada Olympic Park’s inspiring Olympic and Paralympic Halls of Fame,” stated Cindy Ady, Alberta’s Minister of Tourism, Parks and Recreation. “This showcase of sport excellence will offer Albertans and visitors another great reason to stay and explore our province.”

“CODA is thrilled that Canada’s Sports Hall of Fame has chosen Calgary and Canada Olympic Park as its new home,” said Guy Huntingford, President and CEO of CODA. “The Hall is an important piece to support CODA’s vision of creating a Canadian centre of sport excellence. We look forward to building on the Hall of Fame’s history and through it, further fostering passion for sport.”

It is estimated that the construction and outfitting of the Hall will cost \$30 million dollars. The Hall has set out an aggressive fundraising target of \$50 million which will include the establishment of a \$20 million endowment fund. The revenue from this fund will be used towards the Hall’s annual operating cost.

About Canada’s Sports Hall of Fame

The mission of Canada’s Sports Hall of Fame is to inspire Canadian identity and national pride by telling the compelling stories of the outstanding achievements that make up Canada’s sports history. Today, the Sports Hall of Fame honours 489 people representing some 56 sports. It is run by a Board of Governors made up of men and women active in sports and business from across the country. The Hall’s outreach program continues to grow including its bilingual website – www.sportshall.ca.

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