



MEDIA RELEASE

For immediate release

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Launching the 2013 SaskEnergy Saskatchewan Roughriders Calendar for KidSport™ Saskatchewan

KidSport™ Saskatchewan, SaskEnergy and the Saskatchewan Roughriders are pleased to announce the release of the *2013 SaskEnergy Saskatchewan Roughriders Calendar*. Proceeds raised from this year's calendar will benefit KidSport™, a registered children's charity dedicated to helping thousands of children from families facing financial obstacles participate in sport, so all kids can play.

The *2013 SaskEnergy Saskatchewan Roughriders Calendar* is in its seventh year of production and features Rider fan favourites such as Weston Dressler, Kory Sheets, Chris Getzlaf, Darian Durant and many more. Fans are encouraged to pick up a copy of this year's calendar to show their support for the Riders and KidSport™ kids in the province.

“KidSport™ is grateful to all of its corporate sponsors – including SaskEnergy, the Saskatchewan Roughriders, CTV, and Harvard Broadcasting – as well as the retail partners who supported the project this year,” said Don McDougall, Chair of KidSport™ Saskatchewan. “This calendar continues to be one of our major fundraisers and helps thousands of children participate in community sport programs with their friends.”

“In our 13 year partnership with KidSport™ and the Saskatchewan Roughriders, SaskEnergy has helped raise more than \$780,000. Thanks to our calendar supporters, over 10,000 children have had the opportunity to participate in a sports program and adopt a healthy lifestyle,” Leslie Gosselin, Manager of Advertising and Community Relations, SaskEnergy Incorporated.

“The Saskatchewan Roughriders are pleased to once again partner with KidSport™ for the 2013 calendar,” stated Roughrider President and CEO Jim Hopson. “Creating opportunities for children to participate in sport is an initiative we take a lot of pride in, so no child is left on the sidelines.”

The *2013 Saskatchewan Roughriders Calendar* can be purchased for \$20 from participating Scotiabank, Co-op Retailers, The Rider Store locations, and KidSport™ committees.

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