



## MEDIA RELEASE

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### **KidSport™ Fundraising Exceeds \$1,000,000**

Through its partnership with SaskEnergy and the Saskatchewan Roughriders, KidSport™ Saskatchewan has been able to provide over \$1,000,000 to help disadvantaged youth since first partnering with SaskEnergy and popular Saskatchewan Roughrider receiver Don Narcisse on the *Catch for Kids* program in 1998. The original initiative to provide positive role models for youth and teach them the value of sport now includes the very popular SaskEnergy Saskatchewan Roughriders Charity Calendar.

As one of KidSport™'s major fundraisers, the calendar, featuring many Rider fan favourites, is entering its eighth year of production and helps thousands of children participate in community sport programs. A total of 5,000 calendars were sold throughout the province this year.

“Passing the \$1 million mark is a *huge* achievement for KidSport™. This money has made, and continues to make, a significant difference in our ability to provide disadvantaged youth with opportunities to participate in sport,” said Don McDougall, Chair of KidSport™ Saskatchewan. “I would like to specifically thank SaskEnergy, the Saskatchewan Roughriders, Scotiabank, Co-op Retailers, CTV, Harvard Broadcasting, Leader-Post and The StarPhoenix, as well as the many supporters who have made this milestone a reality, and whose efforts continue to ensure that *all* kids can play.”

“Every child in Saskatchewan deserves to benefit from the many life lessons that come from involvement in sport. Whether it's about participating, or competing for success, SaskEnergy is proud to help KidSport™ make it possible for thousands of children to learn the value of doing their best, and being part of a team,” said Doug Kelln, President and CEO, SaskEnergy.

“The Saskatchewan Roughriders are proud to be a part of the KidSport program and pleased with the contributions that have been made throughout the province,” stated Roughriders President

and CEO Jim Hopson. “A financial milestone of this magnitude could not have been reached without the amazing support of the people of Saskatchewan.”

KidSport™ is a registered children’s charity that assists thousands of Saskatchewan children from families facing financial obstacles participate in sport every year. Through sport, children learn invaluable skills such as teamwork, responsibility and confidence, allowing them to succeed not only in sport but in every aspect of their lives.

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