



## **MEDIA RELEASE**

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For immediate release

### **Saskatoon's WakeRide 2010 River Festival is raising money for inner city youth**

Inspiring inner city youth to believe anything is possible is the goal of a new summer festival in Saskatoon's downtown. WakeRide, a youth- and family-centered festival taking place on July 9-11 at Rotary Park and River Landing, is a combination of world-class wakeboarding competitions, great music and summer fun. Featuring pro-riders, like Saskatchewan-born world champion Rusty Malinoski, and hot music from The Trews, Default and more, the event is expected to attract up to 20,000 people to Rotary Park, as well as to the family-oriented activities at River Landing.

Behind all of the festival fun is the goal to help local youth participate in sport; 100 per cent of the festival proceeds will be donated to Saskatoon children's charities, including KidSport™ Saskatchewan.

"WakeRide is a community event that everyone can benefit from," says Gregg Bamford, the festival's co-founder and president. Not only is the festival a great tourism opportunity for the city, says Bamford, it is also attracting a new demographic to the downtown. "Ultimately, we are aiming to raise as much money as we can for inner city kids."

WakeRide, which targets youth ages seven and up, debuted last summer in Saskatoon and raised \$60,000. The proceeds were donated to KidSport™ Saskatchewan and the White Buffalo Youth Lodge, both of which are dedicated to providing every child with an opportunity to participate in organized sports.

Bamford says the feedback following last year's event was excellent, and many were surprised at the success of the charity event. For WakeRide 2010, sponsors are getting on board and donating even more. This year's goal is to raise more than last year.

WakeRide was created by Bamford, a Saskatoon real estate agent; Mike Napper, owner and operator of BackSide BoardShop; and Mark Teal, a financial planner in the city, with the goal of increasing Saskatoon's profile as a national and international sporting event host. They also wanted to create an event that would give back to the community, especially Saskatoon youth, and specifically in sport participation.

“Every kid should be given an opportunity to succeed and know that anything is possible,” says Bamford. “Involvement in organized sport is beneficial to a child’s development and a great way to achieve your dreams. Being part of a team enhances self-confidence, fosters an ability to work with others, and helps position a child for a successful future.”

Bamford adds that helping children participate in sport will have a positive influence in the community. “If you make a difference in kids’ lives, you will change the future.”

KidSport™ Saskatchewan, which received a \$20,000 donation from WakeRide last year, will be at the 2010 festival with a display set up in River Landing. KidSport™ Saskatchewan provides support to children in order to remove financial barriers that prevent them from playing organized sport, so all kids can play.

“KidSport™ Saskatchewan wants to say a big thank you to the WakeRide sponsors and event organizers for their generous donation last year, and for their dedication to helping children reach their full potential in life and sport,” says Don McDougall, Chair of KidSport™ Saskatchewan. “Thanks to their support, underprivileged children across the province are receiving the chance to participate in sport and develop important life skills, such as teamwork, self-esteem, and leadership. We are looking forward to WakeRide 2010!”

For more information about WakeRide 2010, call the BackSide BoardShop at (306) 653-5535.

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