



## MEDIA RELEASE

September 1, 2009

For Immediate Release

### **KidSport™ and the Saskatchewan Roughriders Kick-off the 2010 Saskatchewan Roughriders Calendar Fundraiser**

The *2010 Saskatchewan Roughriders Calendar* was officially launched today at a special event at the Mosaic Stadium Practice Field in Regina. This is the fourth year of the fundraiser for KidSport™ Saskatchewan. Last year the calendar sales and corporate sponsorships raised more than \$110,000 for KidSport™, and organizers expect to beat this total this year.

“KidSport™ is grateful to receive the support of several new retail partners – Co-op Retailers of Saskatchewan, Scotiabank, Safeway and Sobeys – as well as the renewed support of Shoppers Drug Mart, the Rider Stores and Future Shop in Regina, which we believe will significantly increase our calendar sales from previous years,” says Don McDougall, Chair of KidSport™ Saskatchewan. “We continue to be overwhelmed by the support of our corporate sponsors – including the Saskatchewan Roughriders, Harvard Broadcasting and CTV – who aid in the development and promotion of the calendar every year.”

Rider legends George Reed, Roger Aldag and Al Ford, as well as Rider KidSport™ Ambassadors Jeremy O’Day, Gene Makowsky, Chris Getzlaf, Mike McCullough and Neal Hughes, were on hand to sign calendars for fans. Individuals who purchased a calendar also received a free BBQ supper, and everyone had the chance to enter into a draw to win eight tickets to a special viewing of Sunday’s Labour Day Classic at the Kramer IMAX Theatre in Regina and an autographed copy of Rob Vanstone’s new book *West Riders Best*.

The Saskatchewan Roughriders are thrilled to once again be a partner in the charity calendar says Jim Hopson, President and CEO of the Riders. Thanks to this partnership with SaskEnergy and KidSport, numerous kids around the province have had a chance to learn and grow through sport. It is also a special year for the Green and White and the Province of Saskatchewan as we celebrate 100 years of Rider football.”

The calendar features the players, coaches and team fans chose in this past spring’s *2010 Saskatchewan Roughriders Calendar All-Century Team Contest* on [www.mysask.com](http://www.mysask.com). Among the category winners are Dave Ridgway, Ray Elgaard, Ron Lancaster, George Reed and Eagle Keys. Photos of current and former players, facts, trivia and important dates in Rider history are also included in this must-have piece of Rider memorabilia.

KidSport™ Saskatchewan is a registered children’s charity that is dedicated to assisting children from families facing financial obstacles to participate in sport. Last year, the calendar proceeds helped thousands of kids participate in their favourite sport activities.

“On behalf of KidSport™ Saskatchewan, I would like to thank all of our sponsors and retail partners for continuing to support this fundraising initiative,” says McDougall. “I encourage all Rider fans to pick up the calendar as we celebrate 100 years of Rider Pride in Saskatchewan, all while helping KidSport™, so all kids can play.”

Calendars will be on sale starting Monday, September 14, 2009 at your local Shoppers Drug Mart, Rider Store, Co-Op Retailers of Saskatchewan, Scotiabank, Future Shop (in Regina), Safeway and Sobeys for only \$20.00.

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