



PRESS RELEASE



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CALGARY FLAMES FOUNDATION AND KIDSPORT TEAM UP TO EXTEND FLAMES EVENSTRENGTH PROGRAM INTO SOUTHERN ALBERTA

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Calgary, AB – The Calgary Flames Foundation are proud to announce extended support to KidSport for the extension of the Flames EvenStrength Program into southern Alberta communities. This occurs in conjunction with the open of registration for minor hockey and the Flames EvenStrength Program.

The Flames EvenStrength Program was created in partnership with KidSport Calgary and Hockey Calgary in 1998. Since then over \$3.2 million has been contributed to providing financial assistance to families to register for minor hockey. The Flames EvenStrength Program initiative helps to alleviate the cost of playing hockey for children in our community who face financial barriers to participating in organized sports. Since 1998 over 6,000 youth have been provided assistance.

The extension of this program into southern Alberta will provide kids in communities such as Medicine Hat, Lethbridge, Red Deer and more access to increased registration fees from KidSport and no cost hockey equipment through the Calgary Flames Sports Bank.

“KidSport assists kids from low income families into sport by paying registration fees to get them playing. With hockey being Canada’s official winter sport, it makes it important for us to be able to help kids play,” said Greg Ingalls, KidSport Alberta Executive Director. “As we get back to hockey post COVID-19 and registrations open across the province, this program will ensure that all kids are given that opportunity. We thank the Flames for their continued support and their interest in growing the EvenStrength Program across southern Alberta.”

For more information and to register: <https://kidsportcanada.ca/alberta/calgary/fesp/>

“The extension of the Flames EvenStrength Program into southern Alberta is an important part of our communities’ return to organized sport by removing barriers to participation,” said Candice Goudie, Executive Director, Calgary Flames Foundation. “This program, in conjunction with support of the Hockey Alberta Foundation’s Every Kid Every Community Program, is making hockey more accessible throughout southern Alberta communities.”

The Calgary Flames Foundation strives to improve the lives of southern Albertans through support of health and wellness, education and grassroots sports. Since the ownership group brought the team to Calgary in 1980 the Calgary Flames Foundation has injected over \$50 million into southern Alberta communities.

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