



## **MEDIA RELEASE**

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For immediate release

### **The Results are in for the 2010 SaskEnergy Saskatchewan Roughriders Calendar**

KidSport™ Saskatchewan, SaskEnergy and the Saskatchewan Roughriders are proud to announce a record-setting sales year for the *SaskEnergy Saskatchewan Roughriders Calendar for KidSport™*. In its fourth year of operation, the *2010 SaskEnergy Saskatchewan Roughriders Calendar* raised a total of \$178,445 for KidSport™ Saskatchewan; over \$67,000 more than was raised in 2009.

“Year after year KidSport™ is amazed by the support shown not only by the people of Saskatchewan, but by our sponsors as well,” says Don McDougall, Chair of KidSport™ Saskatchewan. “Thank you to SaskEnergy, the Saskatchewan Roughriders, Co-op retailers of Saskatchewan, Shoppers Drug Mart, Scotiabank, Sobeys, Safeway, Future Shop, The Rider Stores, CTV and Harvard Broadcasting for helping with the development and sale of the calendar. As well, thank you to everyone who purchased the *2010 SaskEnergy Saskatchewan Roughriders Calendar* and helped us set another fundraising record.”

A total of 8,000 calendars were sold throughout the province this year; 3,000 more copies than are normally sold in a year.

“SaskEnergy is proud to support an organization such as KidSport™,” says the Honourable Ken Cheveldayoff, Minister of Enterprise and Minister Responsible for SaskEnergy. “Sport teaches these children discipline and gives them the confidence to pursue their dreams. We are thrilled that this program provides the opportunity to all children to participate in sports. The kids that are helped through this program are not just the future athletes of Saskatchewan, they are the future of this great province.”

Four members of the Saskatchewan Roughriders Football Club were also on hand to show their support for KidSport™ and the calendar project – Jeremy O’Day, Gene Makowsky, Chris Getzlaf and Darian Durant.

“The SaskEnergy Saskatchewan Roughriders Calendar continues to be an outstanding program that helps numerous children participate in sport throughout the province,” stated Riders President/CEO Jim Hopson. “Our continued thanks to KidSport™, the sponsors involved and everyone who supports this initiative through purchasing calendars for such a worthy cause.”

Development of the *2011 SaskEnergy Saskatchewan Roughriders Calendar* is already underway, and it will be available in stores starting August 12, 2010.

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Organizers would also like to recognize the wild and crazy fans who have cheered on the Riders for the past 100 years. In this year's calendar, a special page will feature pictures of the top four Rider fans in Saskatchewan. Rick Gallinger, an avid Rider fan, helped KidSport™, SaskEnergy and the Saskatchewan Roughriders announce a new contest where fans are encouraged to submit their craziest fan photos to [www.kidsportsask.ca](http://www.kidsportsask.ca) by June 1, 2010 and then vote on [www.mysask.ca](http://www.mysask.ca) between June 6 and 12 to determine which photos will appear in next year's calendar. The contest winners will also receive two tickets to a special CFL Hall of Fame luncheon that is taking place in Regina this August.

“We hope that every fan will show their Rider Pride this year through our online photo contest,” says McDougall. “We feel that it is a great way to reward our fans for supporting KidSport™ through the calendar, so all kids can play.”

KidSport™ is a registered children's charity dedicated to helping thousands of children from families facing financial obstacles to participate in sport every year in Saskatchewan.

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