

For Immediate Release



So **ALL** Kids Can Play!

Rogers Sportsnet and KidSport™ Canada Join Forces

-Three-year partnership will see Sportsnet contribute to KidSport's national fundraising-

TORONTO (September 22, 2011) – **Rogers Sportsnet** and **KidSport Canada** are teaming up to give more Canadian children the opportunity to get off the sidelines and participate in organized sports. The three-year partnership agreement will see Sportsnet contribute to KidSport's fundraising and sport activities across the country through public service announcements and event sponsorship.

"Our staff chose KidSport as our charity of choice because it's a perfect fit with Sportsnet," said Scott Moore, President, Broadcasting, Rogers Media. "KidSport's goal is to give every Canadian child the opportunity to participate in organized sports; and we at Sportsnet have the ability to help bring this goal closer to reality."

"The team at Rogers Sportsnet has been amazing in building a meaningful partnership with KidSport that is a true win-win," said Dawn MacDonald, National Board Member of KidSport Canada. "Our ability to create awareness through a public service campaign will be invaluable in assisting us to reach out to the families who need us most."

In addition to annual donations, Sportsnet will also provide further support to KidSport through volunteer opportunities and PSA campaigns.

KidSport now stands alongside Jays Care Foundation and Canada's Sports Hall of Fame as Sportsnet's official charities of choice.

About KidSport™ Canada

KidSport believes that no kid should be left on the sidelines and all should be given the opportunity to experience the positive benefits of organized sports. It is through the KidSport grant program that kids are given the opportunity to get in the game.

www.kidsport.ca

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