

MEDIA RELEASE



For Immediate Release

Stampeders Launch a New Partnership and give Crisis Nursery a Red and White Makeover

June 25th, 2009 – Calgary, Alberta – The Calgary Stampeders rolled up their sleeves today and worked with United Way at the Children's Cottage Crisis Nursery - they designed and painted a Stampeders themed room.

Led by United Way player representative, Nik Lewis, the Stamps launched an exciting new partnership with United Way. Following the announcement, Lewis and some of his teammates volunteered their time and talent as part of a Day of Caring.

"I'm very proud to be a part of this partnership," said Lewis. "The Stampeders and United Way are committed to the community we live in and so am I. This Day of Caring at the Children's Cottage is just the beginning. Like the slogan says 'We are more than just football, we are United'."

The Stamps are committing their players and their influence in the community to help United Way build a great city for everyone. Through the partnership the Stampeders will be working with United Way to raise awareness about the work both organizations do in the community and what other Calgarians can do to get involved.

"We are thrilled at the new partnership between United Way and the Calgary Stampeders. We feel by working together we can really make an impact in kids' lives," says Ruth Ramsden-Wood, President of United Way of Calgary and Area.

Both organizations are committed to children and youth being involved in recreation. There are links between what children and youth are doing during out-of-school hours and low academic achievement. In fact, kids are most likely to experiment with sexual activity, alcohol, tobacco and other drugs between 3:00 p.m. and 6:00 p.m. on school days.

However, 16 per cent of children and youth under the age of 15 are living in low-income households. In these households, parents may be choosing groceries and rent; sports equipment and extracurricular fees are not even a possibility.

The Day of Caring to launch the partnership was held at the United Way funded Children's Cottage Society of Calgary. The Children's Cottage offers a Crisis Nursery and Community Respite Program for parents who are experiencing crisis, or difficulty and have no other means of support. The Crisis Nursery is a 10 bed, 24-hour nursery that cares for vulnerable children between the ages of 0 – 8, for up to seventy two hours, during times of family crisis or emergency.

For more information log on to www.calgaryunitedway.org or Stampeders.com.

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