



FOR IMMEDIATE RELEASE

Cardel Place Gives the Gift of Play to Local Communities

(Calgary, AB – May 21, 2009) Cardel Place today announced they are giving back to the communities that have supported them over the past five years. Details of their fifth anniversary celebrations were shared at a kick off event held this morning at the north-central community, sports and recreation facility.

To celebrate five successful years of operation Cardel Place is reinvesting in the communities that made it all possible. Nose Creek Sports and Recreation Association President Heather Hastie joined General Manager Sue Scott at today's kick-off event to speak to the long term vision of Cardel Place and how the facility plans to remain vital, inspiring and relevant as the surrounding communities grow.

Cardel Place's fifth anniversary marks five million visits in five years. "Our success over the past 4 ½ years is a direct result of the tremendous support and commitment of our customers and community and the visionary leadership of our Directors and employees." said Sue Scott, General Manager, "2009, our fifth anniversary year, provides Cardel Place with a wonderful opportunity to thank our community, employees and customers and re-invest in their health, well-being and quality of life for the next five years."

Helping launch the anniversary celebrations, Calgary MacKay MLA Teresa Woo-Paw was in attendance to present a cheque for \$250,000 to Cardel Place from the Alberta Lottery Fund's Community Facility Enhancement Program (CFEP). This grant is an important piece of funding for Cardel Place's proposed Fitness Centre expansion project. Currently, the Fitness Centre is the most intensely used space at Cardel Place. The expansion project will increase the Fitness Centre area addressing the need for "more space to play" during prime time hours. In addition, the project aims to better accommodate the needs of the community including personal training, amateur sport groups and guests new to fitness.

"Cardel Place is integral to build a prosperous, dynamic, passionate and sustainable community." said MLA Teresa Woo-Paw, "The Fitness Center expansion project is an opportunity for us to promote healthy living with an initiative that is designed around our community."

As another way to give back to the community, Cardel Place also unveiled today plans to grow their Fee Assistance Program. In partnership with The City of Calgary, the Fee Assistance Program was launched in 2005 to provide opportunities for low income families to experience the programs and services at Cardel Place. Since inception, over 10,962 people have 'come out to play' at reduced rates thanks to the program. Supporting this initiative, Cardel Homes presented a playhouse they donated in support of the Fee Assistance Program. The playhouse will be raffled off at Cardel Place's official anniversary event on September 20, 2009. All proceeds from the raffle will go towards the Fee Assistance Program. Tickets are available at Guest Services at a price of 1 for \$2 or 3 for \$5.

Opportunities for health, wellness and lifestyle are a necessary part of the development of every community. In support of Alberta's Active Living Challenge Day Cardel Place also launched today a "50 Days of Holistic Wellness Challenge" in their Fitness Centre for all ages and abilities. Five challenges from each of the five pillars of wellness (social, emotional, spiritual, physical and mental) are being offered to encourage individuals to discover their "whole" health from May 21 to July 8, 2009.

Over the past five years Cardel Place has become the “place to be” – a not-for-profit community hub where individuals and families can meet, learn, laugh, relax, grow, create, and more. Together with community organizations and quality of life service providers Cardel Place is making a difference in people’s lives by enhancing the health, wellness and quality of life of local communities.

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Operated by the Nose Creek Sports and Recreation Association, Cardel Place is the daily destination point and gathering place for thousands of community residents in north central Calgary. Its vision is to be an inspiring destination enriching individual, family and community lifestyles. Visit www.cardelplace.com for more information.

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