



OFFICE OF
LETHBRIDGE SPORT COUNCIL

FOR RELEASE June 4, 2010

MEDIA RELEASE

LETHBRIDGE AWARDED 2011 FOOTBALL CANADA CUP

LETHBRIDGE, AB: Lethbridge Sport Council is pleased to announce that Lethbridge has been successful in their bid to host the 2011 Football Canada Cup.

This is the third consecutive successful bid for the Sports Bid Committee this year. Lethbridge' bid encompassed the following that made it successful: City of Lethbridge support - financial and non-financial, great base of football volunteers, strong leadership, and great facilities. Lethbridge and area has an active and very talented football community consisting of the Southern Alberta Minor Football Association, Southern Alberta Minor Football Officials Association, and Southern Alberta High School Football League.

Dr. Gary Bowie, Chair of Lethbridge Sport Council said, "Southern Alberta Zone 1 football is thriving. The teams that make up the Southern Alberta High School League are talented, ambitious, entertaining, and have an enthusiastic and dedicated following. Team Alberta in 2009 had many players on their roster from Zone 1. By hosting the Canada Cup we hope to influence even more up and coming football stars."

Kevin Kvame, Chair of the Sports Bid Committee commented, "The Bid Committee felt it was a great opportunity for Lethbridge to bring a National championship to town to inspire the next generation of football players. It will be a great opportunity for the community to showcase our new Community Sports Stadium plus our abundance of volunteers and community energy that will surround the event. It is a national event that builds upon our desire to be a sports tourism destination of choice."

The Lethbridge Sport Council wrote and submitted the bid in partnership with the Football community, and with support from many community organizations including the University of Lethbridge, Lethbridge College, and Economic Development Lethbridge. They also received tremendous support from City Council at a meeting in November. Susan Eymann, Executive Director of the Lethbridge Sport Council said, "Having the 2011 Football Canada Cup will bring Lethbridge national exposure as a top notch sport event host community. We have over 320 days of sunshine per year, a very enthusiastic and experienced volunteer base, and state of the art facilities. As stated by Economic Development Lethbridge, *Choose Lethbridge.*"

For Information Contact:

Susan Eymann, Executive Director, Ph: 403-320-5412

Dr. Gary Bowie, Chair, Lethbridge Sport Council, Ph: 403-327-4702