



Southern Alberta Recreation Association
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FOR IMMEDIATE RELEASE

RE: 2024 Southern Alberta Summer Games

September 22, 2023

The Southern Alberta Recreation Association (SARA) is pleased to announce that the Town of Coaldale will host the 2024 Southern Alberta Summer Games (SASG)!

During the COVID-19 pandemic, the SASG were either halted or scaled back. The 2024 Games will therefore mark a return to normalcy and be the first since 2019 that offer full programming. They will also mark the 51st annual grass-roots multi-sport games!

“We could not be more excited about the Town of Coaldale hosting the 2024 Southern Alberta Summer Games,” said Kara Brake, Chair of the Southern Alberta Recreation Association. “It has been unfortunate that we have not been able to host a Games in the past 4 years, so we are really looking forward to the 51st Southern Alberta Summer Games this upcoming summer!”

The 2024 SASG will take place from July 3-6 and feature both individual and team sporting events in and around Coaldale. It is expected that nearly 2000 athletes and coaches will participate in the Games.

“This spring, the Town of Coaldale’s brand-new multi-use recreation centre will open and I can’t think of a better way to showcase the facility than by hosting a major sporting event like the Southern Alberta Summer Games”, said Russ Tanner, Director of Community Services for the Town of Coaldale. “On top of that, we’re proud to be the first community to host the Games since the Town of Pincher Creek in 2019. The Southern Alberta Summer Games began over 50 years ago and the Town of Coaldale is ready to bring them back to life after a 4-year hiatus. I can’t wait to welcome all of the coaches, athletes, and fans who come to participate.”

“In Council’s 2021-2025 Strategic Plan, we identify supporting major recreational events driven by the community to attract visitors, enhance community pride, and provide fuel to our economy”, said Town of Coaldale Mayor Jack Van Rijn. “So when we were presented with the opportunity to host the Southern Alberta Summers Games – and right on the heels of opening a brand-new recreation centre – we jumped on it. This is exactly the kind of sporting event that our new rec centre was designed to facilitate, and that our community can rally around. It’s going to be an amazing experience for everyone involved.”

About SARA:

SARA is a non-profit organization formed in the late 1960s and incorporated in 1973, making it the longest consecutively-running, multi-sport event in Western Canada. Our largest initiative is the Southern Alberta Summer Games (SASG), which is hosted annually in a select community in Southern Alberta. SARA’s mission is to *“promote the benefits of sport & recreation and facilitates related initiatives in Southern Alberta to help develop healthy and active individuals and communities”*. More information regarding SARA and the 2024 Southern Alberta Summer Games can be found online at <https://www.southernalbertasummernames.ca/>.

For media inquiries, please contact:

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