



MEDIA RELEASE

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SPORTFEST 2024 - A ONE-STOP SHOP FOR SPORT

Lethbridge, Alberta: SportFest 2024, presented by Lethbridge Sport Council, is a free interactive trade show for sport, recreation, fitness, health, nutrition and physical literacy. This event brings together local sports organizations and businesses to showcase their programs and services, while also providing an opportunity for the public to participate in various sports and activities.

On Saturday, May 11th, SportFest will return to the Servus Sports Centre, located in south Lethbridge, behind the ENMAX Centre. The day will include demonstrations, interactive booths and 4 "Come Try It" Zones, one on synthetic ice, turf, court floor, and mats. There will be a bike rodeo, a Roving Gym, Riglet Park, and much, much more.

This year, the bike rodeo is back as well. The bike rodeo is a where kids can learn the rules of the road to help them cycles safely. Bikes and helmets are provided, and members of the Lethbridge Police Service will be there to help the participants learn how to be safe.

New this year, will be an hour before SportFest starts called, 'Calm Before the Fest' which is a time for families and individuals to experience SportFest with fewer distractions, offering a quieter, less bustling atmosphere. This time is ideal for neurodivergent individuals and other who may find the crowds overwhelming.

With over 30 exhibitors at this year's event, there is sure to be something that appeals to everyone. In the 'Come Try It' Zones, attendees can try badminton, football, lacrosse, BMX, volleyball, golf, skating, wrestling, boxing, and more.

"SportFest is the one-stop-shop for families to sample a variety of sports and interact directly with sport organizations," said Susan Eymann, executive director of the Lethbridge Sport Council. "In past years, families have stayed much longer than they anticipated because of the number of sports that were available to try."

SportFest is proud to put a spotlight on the many sporting opportunities the City of Lethbridge has to offer. All residents are encouraged to come out to Servus Sport Centre on Saturday, May 11th from 10 am – 4pm. The event is open to the public, and admission is free. Don't miss out on this opportunity to discover new sports and activities, meet local sports organizations, and have a great time with your family and friends.

Visit the SportFest website www.sportfest.ca or 'like' SportFest on Facebook for more information.

For further information, please contact:

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