



Quality sport
makes us better



MEDIA RELEASE

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For Immediate Release – July 7, 2015

Be a vendor at a Lethbridge sport celebration like no other – SportFest 2015!

Presented by the Lethbridge Sport Council, the inaugural SportFest is a FREE, family friendly event to celebrate local sport organizations and athletes.

On Saturday September 19 from 10AM – 5 PM the ENMAX Centre will be set up like a trade show complete with sport demonstrations, activities and games, and prizes including Lethbridge Hurricanes season tickets!

Become a vendor – if you are a sport club, recreational league, fitness club, mental trainer or other sport science professions, physical therapist or other alternative medicine practitioner, or have a business that caters to sport and recreation.

Terry Huisman, General Manager of Business with the Lethbridge Hurricanes said, “We are thrilled to be part of the inaugural SportFest which is such a great way for families to try out a variety of sports, recreation and fitness programs provided by quality community organizations and businesses. We look forward to providing tours of the Hurricanes dressing room and hosting an accuracy challenge set up for kids of all ages to try out their skill.”

Susan Eymann, Executive Director Lethbridge Sport Council said, “Our community has been asking for a sport trade show for years and the community has responded, it’s 70% sold out. Now you can find sport, recreation, fitness, health, nutrition and physical literacy information in one place for one day. No one should miss it.”

SportFest 2015 interactive exhibitors include an archery range hosted by the Bowbenders, biathlon style laser rifle system hosted by the LA Hotshots, Bridge City Gunners disc golf challenge, Canadian Martial Arts Centre, Cudas Lacrosse, Lethbridge Ringette Association and the Public Library will have their sport equipment kits out for people to try.

Lethbridge businesses are also jumping on board to add excitement and fun -- Escape From L.A. will have an escape room set up, other business vendors include Reflex Supplements, Perfect Fit 4 U, Sport Ball, Booster Juice, Tommy Guns and Wing King.

The Sport Demonstration Area is the heart beat of the event showcasing a variety of activities to entertain and educate attendees including gymnastics, martial arts, cheerleading, weightlifting, yoga, dance, and fencing. And the list keeps growing.

We are also celebrating local athletes who have experienced success nationally and internationally. Guests (UFCs Jordan Mein, Olympic Hammer Thrower Jim Steacy, Weightlifter Bayleigh Fleming & others) will be interviewed at the Sport Demonstration Area for attendees to learn about and to be inspired by.

Visual exhibits to enjoy include the Lethbridge Sports Hall of Fame panels and the SportFest trophy case featuring a collection of trophies from various sport organizations and competitions.

Website: sportfest.ca Twitter: @SportFestDotCA Facebook: LethbridgeSportFest

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