



FOR IMMEDIATE RELEASE

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WinSport expands sponsorship agreement with Servus Credit Union

CALGARY, Alta. – WinSport is proud to announce our continued sponsorship agreement with Servus Credit Union, making the longtime Alberta financial institution the official sponsor of WinSport’s summer camps and summer mountain bike lessons and programs.

This partnership will significantly enhance the experience of participants in WinSport’s diverse range of summer activities, from enriching summer camps to thrilling mountain bike lessons. With Servus Credit Union’s support, WinSport is poised to offer an even higher quality of programming, ensuring participants receive the best possible experience.

“We are delighted to partner with Servus Credit Union,” says Jennifer Konopaki, WinSport’s Vice-President, Sport. “Their commitment to community development and support for active lifestyles aligns perfectly with our mission. This sponsorship will allow us to continue providing top-notch programs that encourage youth to stay active, learn new skills, and enjoy the great outdoors.”

Servus Credit Union, a long-standing advocate for community involvement and empowerment, sees this partnership as an opportunity to further their mission of making a positive impact in the communities they serve. The agreement extends a longstanding relationship that began in 2017 with Servus ski nights at WinSport, and with Servus becoming the title sponsor of WinSport’s Servus Tube Park in 2021.

"Servus invests a lot of time, energy and money to enhance the regions where our members live, work and play. We know that we thrive because we are deeply rooted in the communities we serve. We are extremely proud that our partnership with WinSport is benefiting the community by expanding to include summer camps and lessons," says Don Norris, Servus's Vice President, Marketing.

Key details of the sponsorship:

- **Title Sponsorship:** Servus Credit Union will be the official title sponsor of WinSport's summer camps, mountain bike programs, and lessons, ensuring broad exposure and engagement.

- Program Enhancements: The sponsorship will help enhance the quality and reach of WinSport's summer offerings, allowing more children to participate in these enriching activities.
- Community Impact: This partnership will support WinSport's mission to inspire and activate human potential through the spirit of sport, benefiting thousands of families across the Calgary region.

WinSport has offered summer camps and mountain bike programs for more than two decades that are designed to offer comprehensive and engaging experiences for children and teens. With approximately 5,000 participants each summer, these programs emphasize skill development, confidence building, friendship, and fostering a love for outdoor activities.

Participants can register for WinSport's summer camps and mountain bike programs at winsport.ca.

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About WinSport

The Calgary Olympic Development Association, which operates as WinSport, is a not-for-profit community-based organization that owns and operates Canada Olympic Park. Our vision is to be a world-leading centre for athletic development. We inspire human potential through the spirit of sport by introducing people to winter and mountain sports, helping them develop their skills and thereby igniting a passion for sport and lifelong learning. WinSport does not receive any direct government funding for our operations and we support our purpose by building on the legacy of the 1988 Winter Olympic Games and by delivering exceptional value and experiences to our guests. For more information on WinSport please visit www.winsport.ca.

About Servus Credit Union

Servus Credit Union has served Albertans for over 80 years with a full line of secure financial services. The financial institution has more than 100 branches in 61 communities throughout the province as well as options for online, mobile and telephone banking. Servus's noble purpose is to help members reimagine their financial fitness so that they feel good about their money. For more information about Servus, call [1.877.378.8728](tel:1.877.378.8728) or visit servus.ca.

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