

FOR IMMEDIATE RELEASE**June 25, 2009****Calgary Soccer Federation Announces Fund Development Plan After Receiving City Support for Outdoor Artificial Turf Fields**

The Calgary Soccer Federation (CSF) announced today that they plan to build upon City Council's approval of building 3 artificial turf fields by immediately launching a fund development campaign to build up to five fields (the 3 approved by Council and 2 additional fields). The artificial turf fund raising campaign will seek to raise money directly from the soccer community and its numerous corporate and public partners.

According to Rob Savard, Chair of the CSF expansion Committee who helped lead the process of putting together the business case for artificial turf (which the City used to help arrive at its decision): "This is a great day for the soccer community in Calgary. With City Council's support, the soccer community in Calgary is about to launch an ambitious plan to build five artificial turf fields to keep pace with the incredible growth of the sport in Calgary."

The Calgary Soccer Federation is moving ahead quickly to raise funds and build the new fields. Some recent actions taken include:

- CSF has retained the services of BD Consulting to assist the fund development campaign (BD Consulting recently contributed to the success of the NECCS project in NE Calgary)
- The Calgary Soccer Federation assisted in the NECCS project through giving \$1,000,000 to NECCS for soccer facilities
- \$250,000 from soccer associations has already been invested preparing for the artificial turf project, and an additional \$750,000 has been committed by all three soccer associations in the City (CUSA, CMSA and CWSA)
- The fund development campaign being launched has a preliminary goal to raise \$4,000,000.
- The President of the Calgary Soccer Federation Angus Smith also indicated that a major announcement on naming rights for the Calgary Soccer Center will be made on July 4th illustrating the growing level of corporate support for soccer that exists in Calgary.

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