



Big Brothers Big Sisters

Serving Calgary, Airdrie, Cochrane, High River and surrounding areas

Impacting the lives of young people and volunteers through the power of mentoring.

December 8, 2009

FOR IMMEDIATE RELEASE

NEWS RELEASE

***Centre Ice Challenge* Goes to a Shoot Out and Raises \$8,000 for Big Brothers Big Sisters**

Calgary, December 8, 2009 – The inaugural *Centre Ice Challenge* benefiting Big Brothers Big Sisters of Calgary and Area on Sunday afternoon, December 6, 2009 was a great success. It was a close game with the Rob Kerr All-Stars, captained by Rob Kerr FAN960 afternoon drive host, beating the Heartland Mustangs, captained by Shaun Johnston “Jack” on CBC’s Heartland, in a shootout with a final score of 13-12 to win the fun-spirited game and the Doug Blackie Memorial Cup in front of an audience of 400.

The *Centre Ice Challenge* raised more than \$8,000 for Big Brother Big Sisters of Calgary and Area. The funds raised will assist Big Brothers Big Sisters to provide school-based mentoring opportunities for more than 800 children and youth in Calgary, Airdrie, Cochrane, High River and surrounding areas. “Many know about the outstanding work that Big Brothers Big Sisters does in our community and schools. Big Brothers Big Sisters’ *Centre Ice Challenge* was about highlighting the need in the Calgary area for mentors, particularly for people to give one hour a week of their time to mentor a young person in a school,” said the event co-host and mastermind Rob Kerr.

The *Centre Ice Challenge* was a FREE family-friendly event for everyone to enjoy! **Santa Claus** kept the game in check as the referee and also found time to pass out presents to all of the kids in attendance. **Harvey the Hound** was also in on hand to keep the guests entertained and to lead them in cheers for their favourite team. After the game, the cast of Heartland and the game’s celebrities met guests to sign autographs and take pictures.

The celebrity-filled rosters and other special guests included: Heartland’s **Shaun Johnston, Amber Marshall, Michelle Morgan, Nathaniel Arcand, Jake Church, Gabe Hogan**, and **Chris Potter**; The FAN960’s **Rob Kerr, Mike Richards** and **Dean “Boomer” Molberg**; Calgary Flames Alumni **Perry Berezan, Sheldon Kennedy** and **Colin Patterson**; former NHL’ers **Mark Astley** and **Cory Cross**; Canadian county music star **Shane Yellowbird**; Olympic gold medalists **Cassie Campbell** and **Kelly Bechard**; Calgary Stampeder **Randy Chevrier**; Chuckwagon Champions **Jason Glass** and **Kurt Bensmiller**; and local media personalities **Dave Kelly, Matt O’Neill, Eric Frances, Brienne Glass, Tara McCool**, and **Mitch Nybo**.

For more information about Big Brothers Big Sisters’ *Centre Ice Challenge* visit www.centreicechallenge.ca.

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More than 40 years old, Big Brothers Big Sisters of Calgary and Area is a non-profit registered charity that was founded by the Canadian Progress Clubs of Calgary in 1994, through the merger of Aunts at Large, Big Sisters of Calgary and Uncles at Large. It is our mission to impact the lives of young people and volunteers through the power of mentoring. To do this we match children and youth who would benefit from a one-to-one relationship with caring volunteer mentors. In 2008-2009 we served more than 1,300 children and their families through our mentorship programs and services. To learn more about Big Brothers Big Sisters of Calgary and Area, or to become a mentor, please visit www.bbbscalgary.com or call (403) 777-3535.

"Heartland" is produced by Dynamo Films and SEVEN24 Films in association with the Canadian Broadcasting Corporation with the financial participation of the Canadian Television Fund, the Government of Alberta, Alberta Film Development Program, the Canadian Film or Video Production Tax Credit, the Ontario Film and Television Tax Credit and The Shaw Rocket Fund.

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**The Big Brothers Big Sisters
Centre Ice Challenge**

