



MEDIA RELEASE – Canadian Sport Centre Manitoba Announces New Partnership

August 11, 2011

WINNIPEG – The Canadian Sport Centre Manitoba (CSCM) is thrilled to announce that the Manitoba Pork Council has signed on as a new major Centre sponsor helping to support Manitoba's high performance athletes. The new three-year agreement provides financial support that will enable the CSCM in better servicing Manitoba's local high performance athletes through enhanced support systems. These include coaching opportunities, sport science, sport nutrition, strength and conditioning and sport psychology.

A key strategic direction for the CSCM in recent years has been an increased investment in human resource capacity. Not only has the CSCM been very proactive in creating job opportunities in Manitoba, the Centre has made a commitment to investing in young Manitoban's. The ultimate objective is enhanced quantity and quality of service provision to Manitoba's high performance athletes and coaches from a larger pool of world class professionals committed to our community.

With support through the new Manitoba Pork Council sponsorship agreement, the Canadian Sport Centre Manitoba was recently able to establish a Regional Diving Training Centre with a full time coach employed by the CSCM. The training centre will not only enhance diving within Manitoba, but bring other high performance athletes to the province to train.

In partnership with the Canadian Sport Centre, Manitoba Pork will also be recognizing a new 'Manitoba Pork Peak Performer of the Month', helping showcase recent achievements of local high performance athletes and awarding them with a monthly Manitoba Pork prize package. As well Manitoba Pork will be implementing a new 'Pork for Peak Performance' program helping educate our local athletes on the benefits of pork being a lean, nutrient-rich protein choice.

"We jumped at the chance to partner with the Canadian Sport Centre Manitoba," says Karl Kynoch, Chairman of Manitoba Pork. "Manitoba's pork producers know that success of any kind is only possible with support from the community. We are proud to help them reach the peaks of their sports."

"The Canadian Sport Centre is very excited to have the Manitoba Pork Council join the cause as a major supporter of Manitoba's elite athletes," said Randy Anderson, CSCM General Manager. "We are very thankful for partners like this choosing to make community investments in our local high performance athletes. We know it will help make a difference for our athletes as they represent Manitoba and Canada on the international stage."

As part of the new partnership agreement, Manitoba Pork Council will also be taking part in all the Canadian Sport Centre's annual fundraisers and community initiatives helping leverage them as a major supporter. These include this August's 'Manitoba Lotteries Drive For the Gold Golf Tournament' with new ambassador Jennifer Botterill, as well as their annual Winter 'Skate with Champions' event.

For more information on the Manitoba Pork Council please visit www.manitobapork.com.

For more information on the Canadian Sport Centre Manitoba and Manitoba's high performance athletes, please visit www.cscm.ca

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For more information contact:

Kevin Parsons

Manager, Marketing & Communications

Canadian Sport Centre Manitoba

Phone: (204)474-6645 | Fax: (204)474-7685 | Email: kevin@cscm.ca

www.cscm.ca