



## **MEDIA ADVISORY**

### **May 25, 2007 – Fort Saskatchewan, Alberta: ATCO Gas Sponsors 2007 Alberta Seniors Games**

ATCO Gas is playing a big supporting role in Fort Saskatchewan's efforts to host the most successful Alberta Seniors Games ever from July 26 – 29, 2007. Today, Games organizers announced ATCO's Gold Level sponsorship and title sponsorship of the ATCO Gas Torch Relay, where residents of Fort Saskatchewan, aged 55+, carry the Games' Flame to the Opening Ceremonies on July 26, 2007.

The ATCO Gas Torch Relay embodies the very spirit of The Alberta Seniors Games, which is the ideal combination of fun and competition, challenge for mind and muscle, and a true building of communities across the province.

"Our tradition of community investment stretches back nearly a century," says Jerome Engler, President, ATCO Gas. "ATCO Gas has been a part of the Alberta Games since 1988, and we are pleased to sponsor the ATCO Gas Torch Relay at the 2007 Alberta Seniors Games."

ATCO Gas is an Alberta-based natural gas distribution company, serving nearly one million customers in nearly 300 communities province-wide. Their employees live and work in the communities they serve, and ATCO Gas understands the importance of being an active corporate citizen and enriching the quality of life in those communities.

Stew Hennig, Friends of the Games Director, "With a tradition of providing first class support to the Torch Relays at almost every athletic event in Alberta, ATCO Gas has again pledged their support to our 2007 Alberta Seniors Games. They will supply the equipment, the expertise, and work with our volunteers to ensure a safe and successful Torch Relay. The Friends of the Games would like to thank ATCO Gas for their support."

Director of Protocol, Paul Duncan commented, "ATCO Gas is a fantastic sponsor for the 2007 Alberta Seniors Games Torch Relay. Not only does ATCO Gas bring their extensive expertise to the event, they have sponsored seniors games torch relays for almost 20 years, they also assign enthusiastic and dedicated employees to help games volunteers stage the relay. In addition they supply the cauldron, torches, fuel and t-shirts for the runners. The Board of Directors of the 2007 Fort Saskatchewan Alberta Seniors Games is proud to have ATCO Gas sponsor our Torch Relay."

The ATCO Gas Torch Relay will be looking for 50 Fort Saskatchewan residents to walk, run, or wheel the torch 100 m closer to the lighting of the Games Cauldron. If you are interested please pick up an application at the Games Office.

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As the City of Fort Saskatchewan prepares to host the most successful Alberta Seniors Games ever, the Fort Saskatchewan 2007 Alberta Seniors Games Society reminds the Fort Saskatchewan community to “*Catch the Spirit*” and get involved – Volunteer, Sponsor, Spectate and Participate!

*“Catch the Spirit!”*

**To Catch the Spirit of the 2007 Alberta Seniors Games: Sponsorship  
Contact Stew Hennig, Friends of the Games Committee Director, at (780) 998-9223**