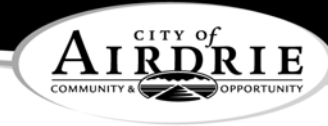


News Release



October 15, 2009/For Immediate Release

Hockey Night in Canada Host Ron MacLean Promotes Social and Cultural Sustainability During Airdrie Sustainability Speaker Series

Airdrie, AB - Ron MacLean is one of Canada's most beloved sportscasters and a true icon of our national past time. As the authoritative, nimble host of CBC's *Hockey Night in Canada*, he is also one of the game's most eloquent ambassadors—and a welcome guest in millions of Canadian homes every Saturday night during the hockey season.

A seven-time Gemini winner, the Red Deer native is an advocate for community-based sports and activity. He will be appearing in Airdrie on October 27, 2009 at 7 pm, at the Bert Church Live Theatre.

As a keynote speaker, MacLean draws on his experiences with the hundreds of athletes he's met to demonstrate how sports provides a canvas for human achievement, social involvement, and community sustainability.

He stresses the importance of community support, activity programs that include family, friends, and neighbourhoods. He also shares hockey stories behind the stories that appear on television, and he touches on issues such as great leadership, teamwork, and individual performances.

Michelle Lock, Director of Community Services in Airdrie knows first-hand the positive outcome of quality community programs, especially those that promote an active lifestyle.

“Activity in a community, whether it’s organized sport or recreational programs, are key to bringing people together,” she says. “Out of activity, a framework of support is built. When people get to know one another, they take care of themselves and others.”

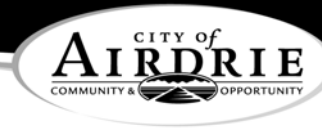
Small communities thrive on sports and activity as an important part of their culture—a metaphor, of sorts, for establishing community values, networks, and history. As a community grows in scope and size, the need to promote involvement for newcomers expands.

“We look at the formal structural design of our parks and facilities to create social gathering spaces,” she adds.

Lock says she’s also inspired by community feedback to continually create programs that keep people coming back for more.

“We encourage people to have a voice and participate. It’s as simple as being a block watch parent, being involved in citizens on patrol, sitting on a board or committee, or coaching sports,” she says. “We also want people to own Airdrie, take pride in our community, and become actively involved.”

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With MacLean's popularity, Lock says she's looking forward to the community being inspired by his message.

"I hope that he can take our theme of intelligent sustainability to innovate and inspire some of the conventional thinking out there," she says. "And how you can use hockey, or any activity, to enhance the future and cultivate positive memories in your community."

Airdrie Sustainability Speaker Series Information

Five renowned Canadian and America speakers will discuss different aspects of sustainability, their importance in a growing and thriving city such as Airdrie, and how the community can benefit from sharing a voice in future planning.

Speaker Ticket: \$5

Location: Bert Church Live Theatre - 1010 East Lake Boulevard, Airdrie, AB

Tickets can be purchased online at www.airdrie.ca/sss

For more information, call (403) 948-8824.

About enVision Airdrie

The enVision Airdrie project is the City's sustainability initiative/plan, working to achieve success in the five pillars of sustainability: social, economic, environmental, cultural and governance. 2007 marked the beginning of Airdrie's process to develop a Sustainability Plan. Developing a plan is a long-term process and the City has been working closely with the community on this journey toward sustainability. Now, enVision Airdrie is proud to present the Sustainability Speaker Series as part of our sustainable journey.

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For more information on this series, and to request interviews with series speakers, please contact:
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