



PRESS RELEASE

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FOUR FLAMES ROTARY SPORT ZONES COMING TO A COMMUNITY NEAR YOU

CALGARY FLAMES FOUNDATION ANNOUNCES \$3 MILLION GIFT TO THE COMMUNITY IN PARTNERSHIP WITH THE ROTARY CLUB OF CALGARY AT STAMPEDE PARK, ROTARY CLUB OF CALGARY DOWNTOWN, AND PARKS FOUNDATION CALGARY

For Immediate Release

Friday, June 20, 2025

Calgary, AB – The Calgary Flames Foundation in partnership with the Rotary Club of Calgary at Stampede Park, Rotary Club of Calgary Downtown, and Parks Foundation Calgary, is proud to announce a \$3 million gift to our community that will be directed towards four new all-season recreational assets, including outdoor rinks in winter. Flames Rotary Sport Zones are innovative all-season sport courts that will be used as outdoor rinks in the winter and will be built in four Calgary communities with construction starting this summer in the Northeast community of Pineridge.

As a result of \$3 million in funding; \$1 million from Rotary Club of Calgary at Stampede Park, \$1 million from Rotary Club of Calgary Downtown, and \$1 million from the Calgary Flames Foundation, these new innovative outdoor recreation amenities will be placed in four communities around Calgary. Along with the new assets, the Calgary Flames Foundation will support low-to-no-cost programming at each of the Flames Rotary Sport Zones, including after-school programming, learn to skate and learn to play programs, summer offerings and ball hockey. The Calgary Flames Foundation will also support equipment available at no cost at all four Flames Rotary Sport Zones.

“Together, we build stronger communities. Through our partnership with the Calgary Flames Foundation, we turn passion into action - creating opportunities, supporting local initiatives, and making a lasting impact where it matters most. The Flames Rotary Sports Zones will be the focal point of an engaging and vibrant community bringing youth, mentors, education, and sports enthusiasts together in a safe and supporting manner while building bonds and friendships that will last a lifetime,” says Jim Bladon, President, Rotary Club of Calgary at Stampede Park

The unique recreation assets include built-in netting and a half-height board system to encourage inclusion and safety, and a bright and vibrant design intended to draw warmth as a heartbeat of the community.



"We are delighted to join forces once again, with the Flames Foundation, the Rotary Club of Calgary Stampede Park and the Parks Foundation to make this exciting investment into four communities where it will truly make a difference. It is well known that when kids are engaged in healthy activity they do better in school, have better relationships, have better mental health, and stay out of trouble. At the Rotary Club of Calgary Downtown we care about youth in many ways; through our long-established Stay in School program, the Youth Centers of Calgary and our student exchange programs. These unique sports spaces will expand the way we can contribute to youth thriving in our community. We are excited to see the first Sport Zone come to life in the Pineridge community," says Joseph Fras, President, Rotary Club of Calgary Downtown.

"The Flames Rotary Sport Zones represent exactly the kind of community-centred infrastructure that helps build stronger and healthier communities", Sheila Taylor shares, CEO of Parks Foundation. "By providing no cost programming and equipment along with these innovative amenities, we're ensuring that every child and family can participate."

The recipient communities were also announced today. The Pineridge Flames Rotary Sport Zone was unveiled today, with an opening date anticipated in fall 2025. The communities of Sunalta and Crossroads are planning to open Flames Rotary Sport Zones in the fall/winter of 2026 and the fourth Flames Rotary Sport Zone is coming to a community near you yet to be determined in the fall/winter of 2027.

"The Calgary Flames Foundation is working to help kids play and prosper in the communities they live in. This commitment to community assets will support people in their communities with much needed recreation amenities that promote physical activity, spontaneous play opportunities and community building," says Jeff McCaig, Chairman, Calgary Flames Foundation. "The Calgary Flames Foundation will also work with neighbouring schools and community centres to offer accessible programming for youth, create healthy habits, introduce youth to sports, and nurture connections during critical hours."

This announcement was made on the eve of the Rotary International Convention taking place in Calgary June 21-25. An estimated 17,000 Rotarians will visit Calgary from around the world, in part to celebrate the significant community contributions made by Rotarians and Rotary Clubs worldwide.

Please visit www.CalgaryFlamesFoundation.com/SportZones to access the press kit for more information and imagery.

The mandate of the Calgary Flames Foundation is to improve the lives of southern Albertans through support of health and wellness, education and grassroots sports programs. Since the ownership group brought the team to Calgary in 1980, the Calgary Flames Foundation has invested over \$70 million into the community.

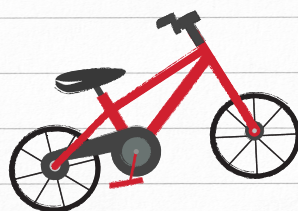
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FLAMES ROTARY SPORT ZONE PRESS KIT

The Calgary Flames Foundation, in partnership with the Rotary Club of Calgary at Stampede Park and Rotary Club of Calgary Downtown, along with the Parks Foundation Calgary, is proud to **announce a \$3 million gift to the community** that will be directed towards four new all-season recreational assets. **Flames Rotary Sport Zones** will be located in four Calgary communities, with the first opening anticipated in fall/winter 2025 in the community of Pineridge.

Along with the new asset, the Calgary Flames Foundation will support low to no-cost programming at each of the Flames Rotary Sport Zones, including after-school programming, learn to skate and learn to play programs, summer offerings and ball hockey; giving kids a place to play during critical hours and encouraging healthy habits and movement. Equipment will also be available at no cost for all four Flames Rotary Sport Zones.

Pineridge (NE)

Nestled in between three schools, a community centre and Trellis, the first Flames Rotary Sport Zone was announced on June 20, 2025. This Flames Rotary Sport Zone is the refurbishment of an existing asphalt pad that is flooded in the winter. The existing asphalt pad is end-of-life and becoming a safety hazard. This Sport Zone will offer important sport and play opportunities for an equity deserving community and people of all ages.

FLAMES ROTARY SPORT ZONES

A new initiative bringing innovative, all-season sport courts is coming to up to four communities in Calgary! This versatile outdoor space will function as rinks in winter and multi-sport courts for the rest of the year, providing accessible recreation for all ages. The Sport Zones will become the heartbeat of communities, encouraging active living and strengthening neighborhood ties.

PINERIDGE - NE

This Flames Rotary Sport Zone is the refurbishment of an existing asphalt pad that is flooded in the winter. The existing asphalt pad has reached its end-of-life and becoming a safety hazard. This Sport Zone will offer important sport and play opportunities for an equity deserving community and people of all ages.

Unique design elements include built-in netting, half-height boards for inclusion and safety, and vibrant colors to create a welcoming community hub.

COMING IN FALL

2025

Sunalta (SW)

This Flames Rotary Sport Zone will be located inside of a larger community park revitalization project, in Sunalta Park, adjacent to the new Sunalta Community Hub (1627 10 Avenue SW).

This will become a booming community gathering space with not only high usage for people in the community but also a destination for Calgarians. This location will provide an important recreation asset in an area that lacks access to free outdoor recreational facilities for residents in Sunalta and surrounding areas.

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SUNALTA - SW

This Flames Rotary Sport Zone will become a booming community gathering space with not only high usage for people in the community but also a destination for Calgarians. This new all-season sport court will be a recreational facility and a beacon of opportunity in an area where free outdoor recreation has been limited. For many Sunalta residents, this Sport Zone will provide their first access to a safe, inclusive, and welcoming space to enjoy year-round activities.

COMING IN FALL

2026





Crossroads (NE)

This Flames Rotary Sport Zone will be located next to the community centre and two schools adjacent to the site with another within walking distance. The community currently floods a rink with no boards every winter (green space) and does not have a board system.

Crossroads consists of the communities of Mayland Heights, Mayland and Vista Heights. These three communities are located in the city's northeast, south of the Calgary International Airport. Crossroads has five schools in the area and an active community centre.

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CROSSROADS - NE

This Flames Rotary Sport Zone will transform how families and youth connect, play, and grow together. For years, the Crossroads community has come together each winter to flood a simple green space, creating a makeshift rink without boards. With the arrival of the Flames Rotary Sport Zone, that spirit will have a permanent home. This vibrant, all-season sport court will offer a safe, inclusive, and accessible space for everyone in Crossroads and surrounding areas.

COMING IN FALL
2026

FLAMES ROTARY sport zone

VISTA HEIGHTS

VISTA HEIGHTS SCHOOL

MAYLAND

CROSSROADS COMMUNITY PRESCHOOL

CROSSROADS COMMUNITY ASSOCIATION

SIR JOHN FRANKLIN SCHOOL

BELFAST SCHOOL

MAYLAND HEIGHTS SCHOOL

MAYLAND HEIGHTS

The fourth Flames Rotary Sport Zone will be announced in the near future.

Community Selection

The potential locations above were identified in consultation with the City of Calgary's recreation department and were prioritized for exploration from a list of 16 potential sites. The priorities for site selection were:

- Each of the Community Associations noted can accommodate an all-season multi-sport court amenity and some have existing infrastructure that will reduce overall project costs (existing asphalt, lighting, water source, ability to operate, etc.).
- Site readiness
- Need. Equity deserving communities with lack of free recreational opportunities were prioritized.
- Ability to support the asset with programming and community engagement.
- Community engagement. The community displayed great interest and need for the asset with the ability to operate and maintain the space.

Design Features

- Bump out nets built in the board system. In the winter a gate will close over the netting to ensure the rink can be flooded. This is a unique and one-of-a kind element of the design.
- The board system is low to promote safety and inclusion. The boards are a half board system: 2' Boards along south, east, and north sides; 8" accessible edge on west side.
- Containment (chain-link or acrylic) on ends with open sides.
- The Pineridge rink is 57 metres by 29.5 metres. Sizing on the other three rinks have not been confirmed but are based on the size of the land available.
- **Design features are subject to change and vary per community.**

Precedent Images



FLAMES ROTARY SPORT ZONES FAQ

Q: When will the Zones open?

A: The Pineridge location is set to open in the fall or winter of 2025, the Sunalta and Crossroads locations will open in the fall or winter of 2026.

Q: How are these different than existing assets?

A: The board systems are approximately half the height of a standard outdoor rink, encouraging inclusion, safety and usage in all four seasons. A built-in net system designed after popular soccer pitches around North America, are intended to encourage usage and are situated widthwise versus the length of the court to promote two games (or more) occurring at one time. Another design feature is the possibility for a brightly painted court surface that can be flooded in winter and/or graphic vinyl to wrap the boards. The design itself will be one-of-a-kind and a staple for the community.

Q: What kinds of programs will be offered at Flames Rotary Sport Zones?

A: In collaboration with the community and the Calgary Flames Foundation these will include Learn to Skate, Learn to Play, and ball hockey programs. Programming is dictated by the community association and contingent on community association approval and support.

Q: How is the funding being secured?

A: Thanks to three major gifts - \$1 million from Rotary Stampede Park, \$1 million from Rotary Clubs of Downtown Calgary and \$1 million from the Calgary Flames Foundation these donations have resulted in the majority of funds required. The remaining funds required will be raised in partnership with the Parks Foundation Calgary who is leading the project build.

Q: Who owns the recreation assets?

A: Flames Rotary Sport Zones are located on City land and operated by the respective community centre. The community centre is responsible for the upkeep and maintenance of the asset, including ice maintenance in the winter.

Q: How can I inquire about a Flames Rotary Sport Zone in my community.

A: Please reach out to us at the Parks Foundation, via programs@parksfdn.com, to inquire about the process. For all future Flames Rotary Sport Zones, the community is required to partner on fundraising activities to secure additional funds necessary for the asset.

Q: How were the four recipient communities selected?

A: Communities were selected in consultation with the City of Calgary based on site readiness, need, ability to operate and community engagement.

Q: Why are the partners building these?

A: We believe access to spontaneous play has never been more important. These spaces will provide important opportunities for people of all ages to be active, to meet friends, and to engage in structured and unstructured recreational offerings. Flames Rotary Sport Zones will be places where communities gather, where lessons are learned, and where friends are made.

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