

**For Immediate Release  
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## **SPORT CHEK'S THE POWER OF SPORT FOR KIDS PROGRAM IS MAKING WAVES WITH ONTARIO YOUTH CENTRES**

CALGARY, Alberta – Sport Chek, a corporate banner of The Forzani Group Ltd. (TSX:FGL), Canada's largest retailer of sporting goods is proud to continue its support towards Town Youth Participation Strategies (TYPS), a network of over 200 youth centres across Canada, through its charitable program, The Power of Sport for Kids.

Sport Chek's The Power of Sport for Kids Program donates new sports equipment to kids who need it most. Many children and families have never had the opportunity to participate in sports due to economic issues, isolation or severe family challenges. Sport Chek is committed to providing recreational opportunities to organizations that help kids and youth who might otherwise not become involved in healthy, physical recreation. Youth centres provide opportunities and space for youth to become involved, get off the streets, get support to resolve problems, and teach them valuable skills about fair play and leadership.

The Power of Sport for Kids program is a natural fit with TYPS youth centres and its strong recreational component. Sport Chek began its support of TYPS youth centres in November 2005 with a donation of over \$10,000 worth of sporting goods to three centres in Ontario. The donation of sports equipment provided positive social and recreational opportunities for the youth. The donation of equipment helped support the centres launch of a summer camp program and weekly ball hockey games, ultimate Frisbee clinics and a skateboarding clinic.

"We were thrilled our donation helped make the centres a hub of activity catering to all generations in the community," said Lorissa Dong, Promotions Manager for The Forzani Group Ltd. "When we were heard that TYPS received a funding grant from the Ontario Ministry of Health Promotion to launch a new project that would be developed and presented as a model for youth centre recreation programs, we knew our donation would be utilized to the fullest and wanted to support TYPS youth centres again."

The TYPS project will work with youth centres in communities under 10,000 populations that represent all regions of Ontario, and eventually made available across the entire TYPS network. Though The Power of Sport for Kids Program, a donation of new sporting equipment will be provided to the six centres selected for the program supporting over 1600 youth. The centres include: Arnprior & Area Youth Assoc., Bonnechere Valley Youth Centre, Capreol Drop-In Youth Centre, Dryden Youth Action Alliance, Kaladar Youth Centre-Teen Zone, and the Mattawa & Area Youth Centre.

The donation to six TYPS centres will be made on Sunday, November 12<sup>th</sup>, 2006 at Bonnechere Valley Youth Centre in Eganville at noon. Each centre will be provided with sporting equipment, from basket balls to soccer balls to skateboards, fitness equipment and backpacks. Media Partner, Rogers Sportsnet will be filming the event and creating the fifth PSA produced pro bono by Rogers Sportsnet. Furthermore, the PSA will provide each centre's representative the opportunity to speak about their centre's unique programs to help build awareness of the need for youth focussed programs.

"We're proud to support Ontario's youth through community youth initiatives, and help bring sport into as many kids' lives," said Anne Liota, Marketing Solutions Manager for Rogers Sportsnet.

### **About The Forzani Group Ltd.**

The Forzani Group Ltd. is Canada's largest national retailer of sporting goods, offering a comprehensive assortment of brand-name and private-brand products, operating stores from coast to coast, under four corporate banners: Sport Chek, Coast Mountain Sports, Sport Mart and National Sports. The Forzani Group is also a franchisor under the banners: Sports Experts, Intersport, RnR, Econosports, Atmosphere, Pegasus, Tech Shop, Nevada Bob's Golf, Hockey Experts and The Fitness Source. The Company has websites for several of its corporate and franchise banners which can be accessed through its main website at [www.forzanigroup.com](http://www.forzanigroup.com).

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