

Press Release

Kraft Celebration Tour

August 25th, 2010

Outlook Regional Park

Outlook has won the 10 in 10 Contest! The Sports Network (TSN) will be featuring ten towns from across Canada, one each day for two weeks and Outlook is one of the ten. The celebration begins at 2:00 PM August 25th. TSN will be broadcasting nationally live from Outlook Regional Park at 4:00 PM. The stage will be at the junction of the Golf Course and Swimming Pool roads. For the children, there will be activities ranging from coloring to soccer, street hockey, basketball, football and a water activity. There will be a **free** BBQ sponsored by AG Foods, Riverbend Marketplace Co-op and Kraft and hundreds and hundreds of giveaways from Kraft. There will be tents for the BBQ, eating, children's activity, Nabob coffee and autographs as well as blankets for seating and enjoying the food. The Saskatchewan Roughriders are sending Gainer and two Cheerleaders and perhaps another person of note. Other celebrities were unconfirmed at press time.

The crew will be arriving in two tour busses and two semi trailer units. The backdrop for the stage will be the South Saskatchewan River with the Skytrail, Regional Park, Golf Course and traffic bridges. TSN news anchors Dan O'Toole and Jay Onrait will host the live event, make some stops around town and sign autographs after the show. Transportation will be provided from the Civic Center for those who cannot walk to the site, as only foot traffic will be allowed to the Celebration area. Bring a lawn chair; **wear Rider Green**, a favorite sports jersey or another crazy costume. Make signs for TSN or Kraft to show your spirit and you may appear on National TV. The \$25000 cheque presentation will occur at 3:30 PM. Phil Guebert, principal of LCBI, will be the Master of Ceremonies for the celebration.

TSN stated "Outlook was the only winner that had several outstanding locations from which to broadcast." Thank you to the residents of Outlook, outlying communities, family and friends from near and far and even overseas for voting. We needed every person and vote to win this national honor. Let's show Canada our prairie spirit and Outlook flavor. Come and join the fun with the over fifty volunteers working to make it happen. Tune in to TSN later on August 25th to see the Event and yourself on TV!