



2009 GREY CUP FESTIVAL MEDIA RELEASE

**FOR IMMEDIATE RELEASE
NOVEMBER 17th, 2009
GREY CUP FESTIVAL 09.12**

2009 GREY CUP FESTIVAL CONNECTS CFL FANS WITH SOCIAL MEDIA WEBSITE AND ONLINE CONTESTS

CALGARY, AB, November 17th, 2009

The 2009 Grey Cup Festival is thrilled to announce the launch of Grey Cup Festival Connect and the Grey Cup Fan Connect online contests. The 2009 Grey Cup Festival Connect website provides all CFL fans with the opportunity to join the conversation and contribute to the content of the website leading up to the 2009 Grey Cup Championship and Festival "Canada's Game, Calgary's Party". Fans are encouraged to follow and contribute tweets, photos, videos, and behind-the-scenes action at the Festival events at <http://greycupfestivalconnect.com>.

"The Grey Cup Festival is truly a Canadian event that brings people together from across the country; we wanted to create a platform where fans could share their experience and "connect" with other Grey Cup fans using popular social media tools including Twitter, Facebook, Flickr and YouTube," says Sheldon Lachambre, Director of Marketing and Media for the 2009 Grey Cup Festival. "This website will give fans a glimpse into the amazing atmosphere that surrounds the 2009 Grey Cup Festival and all the great events planned around Calgary from November 26 - 29."

Grey Cup Fan Connect Contests

The 2009 Grey Cup Festival has contracted Sport Fan Connect (<http://sportfanconnect.com>) to drive social media awareness through a number of online contests that implement Twitter, Flickr photos and YouTube videos. Each of these contests utilizes social media tools that make it easy to share information and connect with other Grey Cup fans across the country by encouraging fans to share their experiences. A number of great prizes are available to be won including tickets to the 2010 Grey Cup game in Edmonton and 2009 Grey Cup Festival merchandise packages.

"The Grey Cup has a long history and there have been many memorable moments over the years," says Lachambre "Some people have been coming to the Grey Cup Festival religiously for 20+ years, and every CFL fan has a Grey Cup game or festival memory that is special to them! These Grey Cup memories and the connection CFL fans have with each other is what makes the Grey Cup Festival such a special event. Therefore we felt it was important to showcase this using the 2009 Grey Cup Festival online social media approach connecting CFL fans from East to West."

For more information on the 2009 Grey Cup Festival online contests visit: <http://greycupfanconnect.com>

WWW.2009GREYCUPFESTIVAL.COM



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2009 GREY CUP FESTIVAL Schedule of Events

November 26th	Grey Cup Festival Kick Off	
November 26th	GIBSON'S FINEST CFL Player Awards	Calgary TELUS Convention Centre
November 27th – 29th	ENMAX Street Festival	Stephen Avenue Mall (8th Ave)
November 27th – 29th	CALGARY HERALD Family Fan Fest	Olympic Plaza
November 27th – 29th	SCOTIABANK CFL Experience	Calgary TELUS Convention Centre
November 27th – 28th	ENMAX Illuminate Calgary	Stephen Avenue Mall (8th Ave)
November 27th – 29th	MOLSON CANADIAN Quick Six Saloon	Calgary TELUS Convention Centre
November 28th	CANADA SAFEWAY Grey Cup Festival Parade	Downtown Calgary- 9th Ave
November 28th	SCOTIABANK Grey Cup Festival Gala Concert	Pengrowth Saddledome
November 29th	McMahon Stadium Pre-Game Party	McMahon Stadium
November 29th	Sport Chek Grey Cup Family Viewing Party	Pengrowth Saddledome
November 29th	97th Grey Cup Championship	McMahon Stadium

The 2009 Grey Cup Festival, "Canada's Game Calgary's Party", will be distinctly Canadian and showcase Calgary's famous western hospitality. For tickets and more event information log onto www.2009greycupfestival.com.

About Sport Fan Connect

Sport-Fan Connect provides social media consulting, training, strategy, contest implementation and video production to help improve the connection between Sports and their Fans while adding value for clients, fans and sponsors.

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