



FOR IMMEDIATE RELEASE

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WinSport paves way for crafty collaboration with top Alberta breweries

CALGARY – WinSport is excited to announce a new strategic collaboration with four top Alberta craft breweries that will contribute to the diverse offerings available at Canada Olympic Park.

This collaboration is poised to elevate the overall guest experience at WinSport’s licensed venues while championing the vibrant local craft beer culture in the city and the Bow Valley corridor. The four breweries joining forces with WinSport include Trolley 5 Brew Pub, Village Brewery, Eighty-Eight Brewing Co., and the Grizzly Paw Brewing Company.

“This collaboration reflects the shared values of WinSport and the four craft breweries, emphasizing a commitment to community, innovation, and a passion for quality,” says John Sutherland, WinSport’s Chief Operating Officer. “The breweries are known for their distinct flavours and unique brewing techniques and contribute to an expanded selection of craft beers.”

WinSport has long been committed to providing an exceptional guest experience, and this alliance takes that commitment to new heights. Guests can now look forward to savouring a selection of craft brews from the partnering breweries in WinSport locations, including the day lodge; EIGHTY-EIGHT Bar & Grill; the WinSport Hockey House; the WinSport Event Centre; and the Garden Café.

The breweries will also actively participate in and contribute to events hosted by WinSport.

“It has been Village’s mandate since we opened the brewery to collaborate with individuals and groups that are working to better the communities they live and work in, we believe this collaboration with WinSport is a great fit to continue doing that work.” – *Peter Dolan, Sales & Community, Village Brewery*

“We are truly looking forward to this collaboration with both WinSport and all of these amazing Craft Breweries that support local jobs and our economy in this world class city and province.” – *Ernie Tsu, owner, Trolley 5 Brew Pub*

“We are extremely proud to be linked with an incredible organization such as WinSport, and with our fellow breweries in this special collaboration. We are excited for the opportunity to work with WinSport to further their community engagement initiatives, both at the park and with sports enthusiasts.” – *Nick Fodor, Director of Sales, The Grizzly Paw Brewing Company*

“Eighty-Eight Brewing Company was inspired by the legacy of Calgary ‘88, so collaborating with WinSport is such a natural fit, plus we get to do it with some of our favourite Alberta breweries! We can’t wait for everyone to enjoy après Eighty-Eight beers in WinSport’s venues.” – *Jordan Saracini, owner, Eight-Eight Brewing*

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About WinSport

WinSport inspires human potential through the spirit of sport. The Calgary Olympic Development Association, operating as WinSport, is a community-based, not-for-profit organization that owns and operates Canada Olympic Park and the Bill Warren Training Centre in Canmore. WinSport also administers legacy funds that support the Olympic Oval.

WinSport's mission has three pillars: to help people discover the joy and health benefits of sport; to encourage talented athletes to develop their skills; and to enable Canada's high-performance athletes to excel on the world stage. Financial commitments from Canadian governments and business have allowed WinSport to expand its sport and community offering over time; significant investment will be required in the coming years to renew the legacy facilities that have welcomed the world to the Calgary region for more than a generation.

About Village Brewery

Village is a Calgary-based craft brewery established in 2011. Since its inception, Village has been proudly dedicated to community, connection, and innovation. A craft brewery started with friends sharing beers and dreams for a community brewery that would support artists and craftspeople. Village continues to build community by showcasing the uniqueness of local people doing inspiring things.

About Trolley 5 Brew Pub

Established in 2016 in the heart of vibrant 17th Avenue, Trolley 5 Community Brewery showcases the Born & Raised owner's passions behind award winning in house brewed beers and locally made food fare. Celebrating birthdays, anniversaries to all occasions while being minutes away from the famed Saddledome home to our local sports teams, Trolley 5 provides the perfect environment to socialize.

About Eighty-Eight Brewing Co.

Opening in August 2018, and in the spirit of Calgary '88, continues to celebrate diversity and inclusivity while showcasing our great city. And drink great beer of course.

About Grizzly Paw Brewing Company

The Grizzly Paw first opened its doors in 1996 in Canmore, the heart of the Canadian Rockies. They continue their quest towards maintaining all-out excellence in beverage quality and hospitality experience with an emphasis on community building and embracing the mountain lifestyle.

For more information, please contact:

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