



## **2009 GREY CUP FESTIVAL MEDIA RELEASE**

**FOR IMMEDIATE RELEASE  
May 29, 2009  
GREY CUP FESTIVAL 09.04**

### **2009 GREY CUP FESTIVAL ANNOUNCE PREMIER SPONSORS, FESTIVAL EVENTS, AND GREY CUP TICKETS ON SALE TO THE PUBLIC CALGARY, AB, May 29, 2009**

The 2009 Grey Cup Festival is pleased to announce the premier festival partners, events occurring over the Grey Cup Festival Nov 26-29th, 2009, and the 97th Grey Cup Championship ticket sale date to the general public. The official announcement was made in Calgary where 2009 Grey Cup Festival Chairman Malcolm Kirk and President Greg Albrecht unveiled these exciting announcements among many guests.

“To be able to showcase these great events to Calgary and CFL fans from across the country, we have secured some of the best corporate partners to make this the best Grey Cup Festival the CFL and its passionate fans have ever seen” said President Malcolm Kirk.

In making the announcement, Kirk acknowledged the importance of these festival partners and announced Canada Safeway as the premier sponsor of the Grey Cup Parade, Scotiabank the premier sponsor of the Gala Dinner and Concert and the Calgary Herald as a premier Festival sponsor.

Calgary Mayor Dave Bronconnier and Alberta Premier Ed Stelmach are also strongly supporting the event as the city and the province are festival partners additionally and were on hand for the announcement.

“In November, Calgary will host a Grey Cup festival that’s bigger and better than anything before,” said Mayor Bronconnier. “It’s going to be a great game, and a great party! We’re hoping Canadian football fans far and wide will come join us here in Calgary - I guarantee you’re going to have fun.”

“The Alberta government is proud to help bring the Grey Cup to Calgary again,” said Premier Ed Stelmach. “This event is an opportunity for Albertans and Canadians everywhere to join in the pre-game festivities in Calgary, whose fans began the tradition back in 1948. The event will also showcase Calgary and Alberta on the national stage and we couldn’t be prouder.”

President Greg Albrecht then took the stage to announce the festival line up of events occurring in Calgary.

**[WWW.2009GREYCUPEVENT.COM](http://WWW.2009GREYCUPEVENT.COM)**



**2009 Grey Cup Festival**  
Suite 3810, 205 – 5 Ave. SW  
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“We are full steam ahead producing the Festival events, and are currently designing a full program that will include parties, street Festivals, concerts, art instalments, Canada’s top entertainers, and bringing back the historic Grey Cup Parade to the Festival,” said Albrecht.

Planning for the 97th Annual Grey Cup is well underway and tickets are expected to sell very quickly when they go on sale to the public.

President Scott Ackles then followed to discuss the response from Calgary Stampeder season ticket holders this year.

“With the Calgary Stampeders being the defending Grey Cup Champions and the game being held here at home, the Stampeders have had an exceptional response to season’s tickets this year. Because of this overwhelming response, there are a limited number of seats available to the game and we anticipate them selling out quickly”, said Ackles.

With that the Grey Cup Festival announced tickets for the 97th Grey Cup Game will be on sale to the public this Saturday, May 30th at 10:00 am through Ticketmaster, as well as at McMahon Stadium during the Calgary Stampeder Fan Fest event May 30th. To purchase tickets to the 97th annual Grey Cup visit [www.ticketmaster.ca](http://www.ticketmaster.ca) or call 403-777-0633.

Calgary last hosted the CFL championship on November 26, 2000 when the B.C. Lions defeated the Montreal Alouettes. The 1975 and 1993 Grey Cups also were contested at McMahon Stadium.

The Grey Cup is Canada’s largest professional sporting event. A celebration of sport and culture, the Grey Cup is uniquely Canadian and has a storied history and deep traditions. The 2009 Grey Cup Festival, “Canada’s Game Calgary’s Party”, will be distinctly Canadian and showcase Calgary’s famous western hospitality. For more information log onto [www.2009greycupfestival.com](http://www.2009greycupfestival.com)

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### 2009 GREY CUP FESTIVAL SCHEDULE OF EVENTS

November 26th	Grey Cup Festival Kick Off	
November 26th	CFL Player Awards	Calgary TELUS Convention Centre
November 27th – 29th	Olympic Plaza Family Festival	Olympic Plaza
November 27th – 29th	Stephen Avenue Block Party	Stephen Avenue Mall (8th Ave)
November 27th – 29th	<b>MOLSON CANADIAN</b> Beer Garden	Calgary TELUS Convention Centre
November 28th	<b>CANADA SAFEWAY</b> Grey Cup Festival Parade	Downtown Calgary- 9th Ave
November 28th	<b>SCOTIABANK</b> Grey Cup Gala & Concert	Pengrowth Saddledome
November 29th	Pre – Game Festivities	McMahon Stadium
November 29th	<b>97rd Grey Cup Championship</b>	McMahon Stadium

There will be more events, entertainers and programming being announced so be sure to check [www.2009greycupfestival.com](http://www.2009greycupfestival.com) for all the latest developments.

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