



New Westminster, BC Named Final Stop on *Kraft* Celebration Tour; 10 Communities Now Confirmed to Host TSN and Kraft in August

- A record 4.1 million votes cast as Canadians support local communities from coast to coast –
 - Kraft Canada to award a total of \$250,000 for community refreshes across Canada –
 - SPORTSCENTRE broadcasts live from winning communities from August 20 to 29 –
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Toronto, ON (July 26, 2010) – The polls are now closed! Following two weeks of online voting that saw a record number of total votes cast from coast to coast, TSN and Kraft Canada tonight confirmed that New Westminster, British Columbia, has been named the final winning community for the [Kraft Celebration Tour](#).

As part of the *Kraft* Celebration Tour, New Westminster hosts a special edition of [SPORTSCENTRE](#) with anchors Jay Onrait and Dan O'Toole when they broadcast live from the BC community on **Sunday, Aug. 29 at 6 p.m. ET.**

New Westminster also receives a \$25,000 community refresh from Kraft Canada that goes towards enhancing the New Westminster Youth Centre, which is scheduled to open this summer.

The oldest city in western Canada, New Westminster boasts a population of more than 58,000 residents and is located just 19 km southeast of Vancouver. New Westminster joins Bay Roberts, NL; Port Dover, ON; Pictou, NS; Pinawa, MB; Abrams Village, PE; Outlook, SK; Wakefield, QC; Fort Macleod, AB; and Brighton, ON, as one of the 10 winning Canadian communities in the *Kraft* Celebration Tour.

New Westminster was named to the tour after winning a national head-to-head online vote over the community of Nelson, BC.

In total, 4.1 million votes were recorded by Canadians from across the country – up 156% from last year. A full breakdown of total online votes received for each community is now available at www.TSN.ca/kraftcelebrationtour and www.RDS.ca/tourneedecelebrationkraft. In addition, 15,045 comments were submitted online by community members in support of their local nomination, marking an amazing 589% increase compared to last year.

“The remarkable number of Canadians who rallied to show their support for communities across the country is a testament to the strong community spirit in Canada,” said Jack Hewitt, Vice President of Marketing Services, Kraft Canada. “We congratulate the 10 winning communities for demonstrating their pride and devotion to their hometowns and look forward to celebrating with you and TSN this summer.”

“For the second year in a row, Canadians have worn their community pride on their sleeves and demonstrated their steadfast commitment to grassroots sports in Canada through their overwhelming response to the *Kraft* Celebration Tour,” said Phil King, President, TSN. “TSN congratulates all of the communities selected as finalists for the *Kraft* Celebration Tour and is very proud to give back to each of the 10 winning communities with Kraft Canada by shining a spotlight on their stories to share with the rest of the country.”

The *Kraft* Celebration Tour kicks off on **Friday, Aug. 20 at 6 p.m. ET** with **SPORTSCENTRE** broadcasting live and in High Definition from Bay Roberts, NL. Anchors Darren Dutchyshen and Jennifer Hedger host **SPORTSCENTRE** from all communities in Eastern Canada (Bay Roberts, Pictou, Abrams Village, Wakefield and Brighton), while anchors Jay Onrait and Dan O’Toole bring Canada’s top-rated daily sportscast to all communities in Western Canada (Port Dover, Pinawa, Outlook, Fort Macleod and New Westminster).

In addition, Canada’s most-watched daily French-language sportscast, **SPORTS 30** on RDS, joins the *Kraft* Celebration Tour in Quebec, with veteran anchors Chantal Machabée and Marc Labrecque hosting **SPORTS 30** live from Wakefield on **Thursday, Aug. 26**.

The final locations, dates and broadcast times for the *Kraft* Celebration Tour editions of **SPORTSCENTRE** on TSN are as follows:

- **Bay Roberts, NL – Friday, Aug. 20 at 6 p.m. ET**
Located on the north shore of Conception Bay, Bay Roberts is the largest town on the Baccalieu Trail with a population of 5,400. The community will put the \$25,000 community refresh from Kraft Canada towards new lighting around the walking track at Wilbur Sparkes Recreation Complex.
- **Port Dover, ON – Saturday, Aug. 21 at 6 p.m. ET**
A picturesque port town on the shores of Lake Erie, Port Dover sits in Norfolk County and boasts a population of 5,530. The Port Dover Sports Complex is currently under construction and will use the \$25,000 community refresh from Kraft Canada to install outdoor lighting at the complex.
- **Pictou, NS – Sunday, Aug. 22 at 3:30 p.m. ET**
Located on the Northumberland Shore of Nova Scotia, Pictou – a rural town with a population of 3,800 – is considered the “Birthplace of New Scotland” as the first wave of Scottish immigrants landed here in 1773. Pictou will use the \$25,000 community refresh from Kraft Canada to outfit the Hector Arena with a new roof and floor.
- **Pinawa, MB – Monday, Aug. 23 at 6 p.m. ET**
A thriving town of 1,500 on the shore of the Winnipeg River, Pinawa is located just 100 km from the capital city of Winnipeg. The town will use the \$25,000 community refresh from

Kraft Canada to renovate the Orville Acres Arena, named after local hero and sportsman, Orville Acres.

- **Abrams Village, PE – Tuesday, Aug. 24 at 6 p.m. ET**
A rural community of 266 residents on the western portion of Prince Edward Island, Abrams Village will put the \$25,000 community refresh from Kraft Canada towards rebuilding the arena at the Evangeline Recreation Centre, which was destroyed by a fire in April.
- **Outlook, SK – Wednesday, Aug. 25 at 6 p.m. ET**
The town of Outlook is a quaint community of more than 1,900 residents located on the banks of the South Saskatchewan River. The \$25,000 community refresh from Kraft Canada will be used to repair and renovate the pool at Outlook and District Regional Pool, which was built shortly after World War I.
- **Wakefield, QC – Thursday, Aug. 26 at 6 p.m. ET/SPORTS 30 at 6 p.m. ET on RDS**
Located approximately 20 minutes from the nation's capital, Wakefield is a small village in the Outaouais region of Quebec with a population of 1,000. The community will complete facilities at the new Wakefield Community Centre using the \$25,000 community refresh from Kraft Canada.
- **Fort Macleod, AB – Friday, Aug. 27 at 6 p.m. ET**
Originally founded as a North-West Mounted Police barracks, the town of Fort Macleod in southwestern Alberta is now home to more than 3,000 residents. The \$25,000 community refresh from Kraft Canada will upgrade the sports field at F.P. Walshe School.
- **Brighton, ON – Saturday, Aug. 28 at 6 p.m. ET**
A thriving community of more than 10,200 residents, the town of Brighton is located east of Toronto on the north shore of Lake Ontario. The \$25,000 community refresh from Kraft Canada will go towards repairing the field at East Northumberland Secondary School, which is home to the Brighton Soccer Club – the largest youth sports organization in the town.
- **New Westminister, BC – Sunday, Aug. 29 at 6 p.m. ET**
The Vancouver suburb of New Westminister – also known as the 'Royal City' – is the oldest city in western Canada. The community will use the \$25,000 community refresh from Kraft Canada to further enhance the New Westminister Youth Centre, which is set to open this summer.

About Kraft Canada

With annual revenues of approximately \$48 billion, Kraft Foods is a global powerhouse in snacks, confectionery and quick meals. The company is the world's second largest food company, making delicious products for billions of consumers in more than 160 countries. The portfolio includes 11 iconic brands with revenues exceeding \$1 billion - *Oreo*, *Nabisco* and *LU* biscuits; *Milka* and *Cadbury* chocolates; *Trident* gum; *Jacobs* and *Maxwell House* coffees; *Philadelphia* cream cheeses; *Kraft* cheeses, dinners and dressings; and *Oscar Mayer* meats. Approximately 70 brands generate annual revenues of more than \$100 million. Kraft Foods (www.kraftfoodscompany.com; NYSE: KFT) is a member of the Dow Jones Industrial Average, Standard & Poor's 500, Dow Jones Sustainability Index and Ethibel Sustainability Index. In Canada, company brands include *Kraft Dinner* macaroni and cheese, *Christie* cookies and

crackers, *Kool-Aid* and *Del Monte* beverages, *Caramilk* chocolate, *Maynards* candy, and *Stride* and *Dentyne* gum.

About TSN

TSN is Canada's Sports Leader and Canada's most-watched specialty network. Delivering more sports coverage in High Definition than any other network in Canada, TSN's comprehensive broadcast schedule features an exciting lineup of sports including NHL, IIHF, CFL, NFL, NBA, MLB, Season of Champions Curling, Golf's Majors, F1, NASCAR Sprint Cup, Grand Slam Tennis and Championship Boxing events. TSN properties include TSN2, TSN MOBILE and the industry leading sports website TSN.ca. Official broadcaster of the Vancouver 2010 Olympic and Paralympic Winter Games and London 2012 Games of the Olympiad, TSN is a division of CTVglobemedia.

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