



TOWN OF SEDGEWICK

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PRESS RELEASE

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Town of Sedgewick Inks Recreation Facility Naming Rights Deal

The Town of Sedgewick is pleased to announce that Wild Rose Co-op has secured the naming rights to the Town's multi-use recreation centre. While the "Wild Rose Co-op Recreation Centre" may enjoy a new moniker, it will remain a leading facility within the region in delivering recreational and cultural services and hosting the user groups and events that have become the fabric of the Flagstaff community.

Wild Rose Co-op needs little introduction to area residents as the member-owned business has an important history in the region of serving its members with the products and services that help build, feed and fuel individuals and communities. Wild Rose's business locations include Camrose, Killam, Sedgewick, Viking, Hardisty, Galahad and Alliance.

"We are thrilled to have Wild-Rose Co-op step forward and take advantage of this competitive opportunity", said Mayor Perry Robinson. "It's a terrific fit as they are a regional brand that understands the necessity of collaboration and teamwork and we consider our community, especially in what can be accomplished through this facility, to resonate those same qualities. The recent merger of Sedgewick and Killam minor hockey has been a great step to allow for a more intimate relationship between residents from neighboring communities and our first-class facility and we hope these relationships only grow in the future."

The term of the naming deal is 15 years and will include both exterior and interior signage as well as any associated advertising and printed documentation such as ticketing. "Change is inevitable and it just feels like a great time to advance with a new identity for what was formerly known as the rec centre" said Town CAO Jim Fedyk. "We have a Council that is committed to moving this facility forward into the next decade and beyond and now we have a proud partner to share in that. This sponsorship agreement with Wild Rose Co-op is an important step towards Council seeing through their vision and making the most of this fantastic facility."

Rebuilt in 1992, the building hosts Battle River Minor Hockey, Sedgewick Sabres senior hockey, curling and bowling leagues as well as Sedgewick Public Library and a playschool.