

**For Immediate Release
January 9, 2008**

KidSport™ Canada Welcomes Support of Henkel

KidSport™ Canada is pleased to welcome Henkel to Team KidSport™ and is extremely excited about this great initiative. As part of Henkel's sponsorship of the IIHF World Hockey Championships to be held in Quebec City and Halifax in May of 2008, KidSport™ Canada will be receiving a \$25,000 donation.

To augment this support, Henkel is also hosting the Play Fair/Play Clean online contest which will run until March 31, 2008. By logging on to www.henkelpowerplayers.ca, Canadian children aged 6 to 16, with their parents or legal guardians, are encouraged to submit an essay of between 250 to 500 words outlining what playing clean and fair hockey means to them. Monthly contest winners will receive a Henkel MP3 player while the grand prize winners will receive an all expense paid trip to Quebec City to see a World Championship game. For each contest entrant, Henkel will donate \$5.00 to KidSport™ Canada, in addition to their \$25,000 donation.

“KidSport™ Canada is thrilled and proud to receive this level of support from Henkel. This donation will allow KidSport™ to continue to meet the high demand on our funds from financially disadvantaged young hockey players. It is an honour to be affiliated with Henkel and with this fantastic international event and we encourage young people across the country to enter the Play Fair/Play Clean essay contest.” Pete Quevillon, KidSport™

"We recognize the need for kids without financial support to be able to play national game and we have stepped up with our Henkel Smile Program to give little Canadian hockey players the chance to smile and play", said John Schofield, VP and Country Manager Henkel Consumer Goods Canada, Inc.

About KidSport™

KidSport™ is a nationally registered not for profit association which provides grants to financially disadvantaged children to assist in the costs of sport registration fees. KidSport™ operates 11 provincial/territorial chapters and over 150 community chapters across the country. Annually, KidSport™ assists approximately 20,000 Canadian children to play a season of sport.

For more information contact

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