

Calgary Sports and Entertainment Corporation announces fundraiser for local charity

CALGARY, ALBERTA, Sept. 23, 2020 (Globe Newswire) – Calgary Sports & Entertainment Corporation (CSEC) has announced the launch of a virtual fundraiser to raise money for Fresh Routes mobile grocery store. The event will take place on October 1 and run from 10 a.m. to 6 p.m.

“Calgarians are in need, especially during the pandemic,” said John Bean, president and CEO of CSEC. “This is our first partnership with Fresh Routes, and we believe it’s because our corporation needs to do all we can to help out those in need during the COVID-19 pandemic.”

The two-hour live event will feature video messages from athletes and actors. It will also include appearances from various musical artists. The special guests will help deliver the emergency food baskets purchased using money raised from the event. Deliveries of the emergency food baskets will take place on October 3. The guests currently announced are: Sam Bennett, Calgary Flames center; George Canyon, country music star; and Bret “The Hitman” Hart, former pro wrestler.

“It’s truly humbling to see a big corporation like CSEC help out like this,” said Anna Johnson, co-founder of Fresh Routes. “I’ve been a Flames fan my entire life, and their influence will truly have an immeasurable positive effect on our event.”

Fresh Routes has been working throughout the COVID-19 pandemic to deliver food baskets. The event is free to attend and the link is calgaryflames.com/freshroutesfundraiser. All donations can be sent directly to Fresh Routes through the link provided during the event.

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About Calgary Sports & Entertainment Corporation

Calgary Sports and Entertainment Corporation (CSEC) is a privately run professional sports and entertainment company in Calgary, Alta. For more information on CSEC, visit <https://www.nhl.com/flames/team/sponsorship>

About Fresh Routes

Fresh Routes is a not-for-profit company dedicated to providing fresh and affordable grocery items to Albertans. For more information on Fresh Routes, visit <https://freshroutes.ca/about/>

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