



# CAVALRY FOOTBALL CLUB

18011 Spruce Meadows Way SW, Calgary, Alberta T2X 4B7

## NEWS

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Calgary, AB T2X 4B7  
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### Cavalry FC Partners with the Spruce Meadows Leg Up Foundation to support Lucy Tries Sports



**Calgary, AB (April 23, 2019)** – As Cavalry FC prepares to kick off its inaugural Canadian Premier League season we are pleased to partner with the Spruce Meadows Leg Up Foundation to support Lucy Tries Sports, a book series created by veteran sports journalist Lisa Bowes and illustrated by James Hearne. The series inspires young readers to be active and try sports so they can lead healthier and happier lives.

The partnership will see a series of in school appearances across the Calgary region by Bowes, representatives from the Leg Up Foundation, and Cavalry FC players. There will be a book reading, an interactive engagement with the players, and each child will receive a signed copy of Lucy Tries Soccer.

Of the collaboration, Bowes says, “I’m very excited to partner with a first class organization like Cavalry FC. Through our Lucy Tries Soccer school program, we’ll be able to reinforce the importance of being active and what it means to persevere.”

The collaborative partnership is reflective of Cavalry’s commitment to the community.

Ian Allison, President & COO of Cavalry FC says, “The chance to collaborate with the Leg Up Foundation to support an initiative that promotes active and healthy living through reading was a natural fit. Through this partnership we hope to inspire children to commit to a life which includes active living and literacy.”

With professional soccer returning to the Alberta foothills, the Spruce Meadows Leg Up Foundation and Cavalry FC are excited to bring professional soccer to a city renowned for its love of sport. The first presentation will take place April 25 at 1:00pm at St. Benedict School, 10340 19 St SW, Calgary, AB.

### **About Cavalry FC**

A member of the Canadian Premier League, Cavalry FC features international and Canadian professional soccer players. The club's home venue is known for champions; having produced Olympians, World Cup and Pan American Gold Medalists, all of whom have proudly worn the Maple Leaf. The venue is deeply rooted in family values and great sporting tradition. Its iconic grass stadiums are associated with the world's best horsepower and a famous military regiment. That venue is Spruce Meadows. Cavalry FC kicks off their season May 4th at Meadows on the Green. For more information visit: <http://cavalryfootball.club>

### **About Leg Up Foundation**

Since opening its doors in 1975, communities from Calgary, Alberta and Canada have embraced Spruce Meadows. Spruce Meadows has always been committed to returning the generosity of its patrons by giving back in meaningful and impactful ways.

Spruce Meadows Leg Up Foundation was created in 2015 as the charitable foundation of Spruce Meadows. The Leg Up Foundation will continue to build its premier reputation as a foundation which builds community spirit, supports education, provides assistance for health and wellness to all residences in Alberta as it continues to provide growth for our grassroots athletes and support dreams of amateur athletes through the funding the foundation can provide.

### **About Lucy Tries Sports**

The Lucy Tries Sports series aims to promote physical literacy and encourage young readers to get involved in sports. Research shows that developing fundamental movement and sport skills at a young age benefits kids for their entire lives, promoting an active and healthy lifestyle. [www.lucytriestsports.com](http://www.lucytriestsports.com) Twitter & FB @lucytriestsports IG - @lucytriestsports

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### **About the Canadian Premier League**

Canadian Premier League (CPL) is Canada's professional men's soccer league set to debut on April 27, 2019. Playing in world-class and unique venues, and partnering with strong community-led ownership groups, CPL is a league for Canadians by Canadians that will bring professional soccer to communities coast-to-coast.

For updates and more information, please go to [CanPL.ca](http://CanPL.ca).

Connect with us on Twitter: [@CPLsoccer](https://twitter.com/CPLsoccer) and [#CanPL](https://twitter.com/CanPL)



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