



**FOR IMMEDIATE RELEASE**

**CARDEL HOMES ANNOUNCES SPONSOR PARTNERSHIP WITH SOUTH FISH CREEK RECREATION ASSOCIATION**

**April 1, 2015 - Calgary, AB** – Cardel Homes is pleased to announce a new sponsor partnership with South Fish Creek Recreation Association (SFCRA). This exciting partnership takes affect April 1, 2015 and includes Cardel naming privileges for the SFCRA facilities at the South Fish Creek Complex – to be known as Cardel Rec South – and many of its key onsite facilities.

“With Cardel having wrapped up its naming sponsorship at Cardel Place, and given our long history of building in south Calgary, it was a natural fit to become a sponsorship partner with [SFCRA],” says Damon Ockey, Director of Marketing for Cardel Homes.

In addition to the complex name, Cardel’s naming sponsorship includes four ice arenas – Cardel Ice 1, 2, 3 and 4 – plus a community gymnasium, Cardel Court. The facility names highlight Cardel’s commitment to growing healthy, happy communities since 1973.

“South Calgary is growing quickly,” says Ockey. “This partnership gives us a opportunity to contribute to the health and wellness of families by enhancing Cardel Rec’s programs and improvements to facilities. We’re excited about this opportunity and hope to bring many events to Cardel Rec South, including co-sponsored events with the Calgary Hitmen and Roughnecks.”

As a family-owned business for over 40 years, Cardel has always had a focus on community. The naming partnership with SFCRA continues a long-standing tradition of Cardel’s commitment to Calgarians.

**For more information, please contact:**

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