

# Canada Basketball in Edmonton this weekend

## City of Edmonton, Edmonton Tourism & Basketball Alberta host Canada Basketball to explore GO Centre as new home for national team programming

As you are aware, The GO Centre is celebrating their public “grand opening” this weekend.

You may also recall that, in July of this year, **Canada Basketball** executive vice-president **Howard Kelsey** was invited to tour The GO Centre and came away from that occasion with a promise to recommend The Go Centre as the new home of Canada Basketball; to move west from its current home in Sudbury, ON.

Making good on his promise, Howard Kelsey returns this weekend at the urging of Basketball Alberta’s Paul Sir and fellow partners **Edmonton Tourism**, the **City of Edmonton** and the GO Centre – a dynamic group of partners who wish to further demonstrate why the GO Centre is the right location at the right time for Canada Basketball’s national programming objectives.

Joining Howard Kelsey from Canada Basketball will be **Michele O’Keefe**, Director of Basketball Operations and **Maria-Leena Clarke**, Director of Marketing and Partnerships

Their visit is a tremendous opportunity for you to investigate this opportunity up close – to ask questions of key members of Canada Basketball.

### Weekend’s Itinerary

#### **FRIDAY**

12:17 PM Michele O’Keefe, Director of Basketball Operations and Maria-Leena Clarke arrive at Edmonton Int’l Airport from Toronto

12:23 PM Howard Kelsey, Executive Director, arrives from Vancouver

Michele, Maria-Leena and Howard will be available for interviews upon their arrival.

They will be transported to Hotel MacDonald where additional interviews are possible.

They will be attending 2 social events that afternoon and evening that are not presently open to the media.

#### **SATURDAY**

9:23 AM John Mills, President of the Board of Directors of Canada Basketball, arrives at EIA from Vancouver. He will be taken immediately to connect with the group at the GO Centre:

- The group will receive a tour of Lister Hall and the adjoining U of A facilities that can support the national teams that could locate at the GO Centre.

10:00 AM The group will then travel to the GO Centre for a private tour

12:00 PM They will then retire to a GO Centre board room for lunch and discussions.

2:15 PM They will watch the Pandas play the alumni at the GO Centre Competition Gym.

- They will join in the VIP Reception at the GO Centre after the Panda game.

This is a tremendous photo/video opportunity – and it goes without saying that the story is substantial. Although the schedule is tight, we will attempt to accommodate any special interview requests.

**Please contact Paul Sir at**

P 780.427.9044

C 780.819.4667

[psir@basketballalberta.ab.ca](mailto:psir@basketballalberta.ab.ca)