



## **NEWS RELEASE**

### **City Of Saskatoon Recommends Accepting Naming Rights Purchases!**

PSG identified and secured two additional corporate sponsors for the Shaw Centre. As reported by the Star Phoenix on Saturday, September 1, 2007.....

*".....According to the proposed agreement between Nordic and the city, an accessible playground under construction in Morris T. Chernesky Park will be named Nordic Playground in exchange for \$175,000, payable to the city over 15 years. The park is adjacent to the Shaw Centre, which will house an Olympic-sized swimming pool, a walking track and fitness centre as well as outdoor soccer and ball fields.*

*The estimated cost of the park is \$350,000, including \$50,000 to \$60,000 of fencing material and labour that will be purchased from Nordic, provided the company's rate is competitive, says a report prepared by the city's community services department.*

*Hamm Construction's proposed agreement with the city stipulates that the Shaw Centre's fitness facilities and fields be named Hamm Walking Track, Hamm Fitness Centre, Hamm Soccer Fields and Hamm Ball Fields. The construction company will pay the city \$500,000 over 15 years.*

*In both cases, the city is responsible for the cost of signs and is obligated to promote the recreational facilities using their new corporate names".*