

64 PROJECTS ACROSS CANADA STILL IN THE RUNNING FOR MOLSON COORS COMMUNITY CHEER GRANTS

Up to \$1-million available for programs that foster an active, healthy lifestyle

Following last fall's announcement of the Molson Coors Community Cheer program, more than 100 communities across Canada applied to receive funding in support of their projects. Currently, 64 of those projects remain in the running for a piece of the up to \$1-million available and Canadians have until 5pm EST this Friday to "cheer" in support of the programs in their city or province. By visiting OurCommunityCheer.com and registering their cheers before the deadline, the public will determine which projects make it through as finalists – provided they receive 225 cheers or more. A committee formed by Molson Coors will evaluate the successful finalists and the donation recipients will be announced on March 21st.

The projects will be evaluated based on four key criteria:

1. The amount of community cheer and support
2. The ability to meet application criteria
3. The project's alignment with Molson Coors [values](#)
4. The positive social impact on the community and ability to demonstrate success

"Molson Coors has actively invested in Canadian communities for over 225 years, since our founder and noted philanthropist John Molson opened the brewery in 1786," said Ferg Devins, Chief of Public Affairs for Molson Coors Canada. "We've received positive feedback on the Community Cheer program from coast to coast, from beer drinkers who are excited to see their favourite brands like Molson Canadian and Coors Light giving back to the community."

The 64 projects still in the running, with a brief description of what they are looking to accomplish:

BRITISH COLUMBIA:

OSOYOOS – [Town of Osoyoos](#): Enhance and develop the BMX track as an addition to the existing recreation facilities.

VANCOUVER – [BC Wheelchair Basketball Society](#): Providing a first class event to wheelchair basketball participants from across Canada.

ALBERTA:

CALGARY – [Banff Trail Community Association](#): Rebuild outdoor rink to attract a new generation of young hockey players and skaters.

EDMONTON – [The Brintnell Park Society of Edmonton](#): Build an outdoor rink to encourage adults to exercise and lead active, healthy lives.

SASKATCHEWAN:

CANDLE LAKE – [Candle Lake Sports Park Committee](#): To build a multiuse and multi-season sports complex which includes hard surface for court sports.

CHURCHBRIDGE – [The New Churchbridge Swimming Pool Committee](#): To replace Churchbridge's 40-year old, seriously deteriorated pool with a new, easily accessible facility.

PARADISE HILL – [Paradise Hill Active Park](#): Resurface the tennis/basketball courts so they can be enjoyed free of charge.

RADVILE – [Radville Laurier Regional Park](#): Construction of a new swimming facility for people to cool off and have fun.

REDVERS – [Redvers & District Recreation Centre](#): Build a much needed softball/slowpitch diamond on the grounds.

STRASBOURG – [Strasbourg and District Recreation Center](#): Replace doors of the Community Centre to keep serving the physical needs of the community.

WARMAN – [Warman Multi-Purpose Facility Committee Inc](#): Improve facilities for sports, culture, recreation and wellness.

MANITOBA:

RIVERS & AREA – [Riverdale Community Complex Fundraising Committee](#): Finish the second floor of the building which contains the kitchen, hall, lift and lounge areas.

ONTARIO:

BRANTFORD – [Alzheimer Society of Brantford](#): Create a Community Hub to serve those aging with a disability.

CLARINGTON – [A River Runs Through Us](#): Further development of the hiking trails and the outdoor living activity area within Bowmanville Creek Valley.

DRYDEN – [Dryden Ball Diamonds Committee](#): Do the Molson Coors Cheer and let's get our bleachers this year!

GREENBANK – [The Greenbank Hall and Park Board Committee](#): Greenbank Park needs more votes to replace 40 year old bleachers. Our whole community benefits!

NEW LISKEARD – [Harder 4 Carter](#): Building the first permanent skateboard park, Carter Antila Memorial Skate Park and New Liskeard Beach Park.

OAKVILLE – [Oak Park Neighbourhood Center](#): Help us move into a larger home to better serve Oakville's families, children & youth.

OTTAWA – [Rideau Valley Conservation Foundation](#): The pedestrian bridge opens up a whole new world of safe, active living outdoors!

PARRY SOUND – [Belvedere Heights](#): The Belvedere Heights Community Park Project overlooking Georgian Bay will provide recreation space to local residents, visitors and tourists.

PORT DOVER – [Port Dover Lions Club](#): Repair the backstop at Misner Park in time for the baseball season.

PORT PERRY – [Township of Scugog Port Perry Tennis Club](#): Replace the fence around the tennis courts which helps foster physical activity.

SAULT STE. MARIE – [Soo Arena Association](#): Enclose existing lobby area of the PeeWee Arena to allow operations to control the arena climate.

SCARBOROUGH – [Variety Village](#): Update the Molson Lounge to a boardroom and purchase new lockers for field house and change rooms.

TINY – [Lafontaine Parks and Recreation Inc](#): Help provide a safe environment for the children of the community and provide more programs.

TORONTO – [Common Ground Co-operative](#): Strengthen and grow CGC's successful Fitness and Nutrition Program for Adults with Developmental Disabilities.

TORONTO – [Eva's Initiatives](#): Molson Coors Road Hockey Pilot Project will introduce 150 homeless young adults to the benefits of physical activity.

TWEED/TYENDINAGA – [Eastern Ontario Trails Alliance](#): Develop a multi-use trail that will act as a connection link between two community recreation centres.

WAWA – [Rotary Club of Wawa](#): Wawa Community Centre upgrades to heating/cooling and HVAC system to support local athletes.

WINDSOR ESSEX – [H.I.A. Harmony in Action](#): Renovate an existing building to become a community sports and recreation centre for adults with disabilities.

QUEBEC:

CANTON DE HOPE – [L'Association Touristique du Canton de Hope](#): Improving infrastructure at the Hope Amusement Park.

HÉROUXVILLE – [Comité des Loisirs de Hérouxville](#): Cheer for our tennis court renewal project to help promote the sport with families!

ILES DE LA MADELEINE – [Le Club du Vieux Poêle](#): Financing a pavilion to house the activities of various social clubs and community organizations.

LAVAL – [Club d'Aviron de Laval](#): With two new rowboats, the Laval Rowing Club can practice their sport more safely.

MONTRÉAL – [Club d'Age d'Or 2000](#): Giving a face lift to the Club d'Âge d'Or senior's club.

MONTRÉAL – [Eva R. Gsum Foundation](#): A cheer for us helps to improve physical activities available to all university athletes.

MONTRÉAL – [Montreal 2014](#): Procuring new aquatic equipment for the benefit of Quebec athletes and the FINA World Masters Championships.

MONTRÉAL – [Urban Pardes/Paradis Urbain](#): The Urban Pardes Garden will promote fitness and self-esteem to Montrealers living with mental illness.

PORTAGE-DU-FORT – [Municipality of Portage-du-Fort](#): Improve the existing community centre for a year-round facility.

RIMOUSKI – [Corporation des Loisirs de St-Pie-X de Rimouski](#): A project to equip the new community centre to make it open to everyone at all times and at a reduced cost.

SAYABEC – [Comité de Développement Socio-Économique de Sayabec](#): Conducting renovation work at the David-Pelletier Sports Centre.

SHAWVILLE – [Municipality of Shawville](#): Make improvements to the outdoor rink surface to provide a permanent, more desirable, year-round facility.

SHERBROOKE – [La Corporation du Marché de Noël de Sherbrooke](#): Renovating a refrigerated outdoor skating rink.

ST-LÉON DE STANDON – [Corporation des Aînés de St-Léon-de-Standon](#): Landscaping an old ball park to make it multifunctional.

TÉMISCOUATA-SUR-LE-LAC – [Corporation des Arénas](#): Acquiring sports equipment for two arenas.

THORNE – [Municipality of Thorne](#): Cement and create a permanent outdoor rink facility.

TROIS-RIVIÈRES – [Foundation les Amis les Estacades](#): Renovating a hockey area at the Alphonse-Desjardins Sports Centre.

VAL CARTIER – [Projet Les Eaux Curatives par la Pêche à la Mouche](#): Healing waters fly-fishing project to help members of the military suffering from post-traumatic stress.

WALTHAM – [Waltham Recreation Association](#): Build an outdoor rink that can be used all year round.

YAMACHICHE – [Service Récréatif et Sportif de Yamachiche](#): We would like to use the four-season skating rink. Our goal is to have a multi-functional playing surface.

NEW BRUNSWICK:

MONCTON – [City of Moncton, Parks and Leisure Services Department](#): Resurface a section of the Millennium Trail to allow for increased access for skateboarders, rollerbladers and cyclists.

MONCTON – [City of Moncton, Parks and Leisure Services Department](#): Augment the existing Victoria Park Rink with infrastructure to improve the overall experience for visitors.

MONCTON – [St. Patrick's Family Centre Inc](#): Help us preserve our building so that families can enjoy it for many years to come.

NOVA SCOTIA:

COLCHESTER COUNTY – [Central Nova Scotia Civic Centre Project: Ignite the Spirit Campaign](#): A campaign to build a gathering place to enrich the health and wellbeing of our community.

NEWPORT – [Avon River Heritage Society](#): Bring much needed vitality to the shipyard and provide access to a fun and active lifestyle.

PICTOU – [Highland Tennis Association](#): To build tennis courts in Pictou and promote the sport within the entire county.

PICTOU – [Pictou County Wellness Center](#): A state-of-the art multipurpose venue supporting the recreational, business and social needs of Pictou County.

QUEENS COUNTY – [The Seaside Community and Recreation Centre](#): Upgrades and renovations to the Lounge Room to facilitate a variety of events.

NEWFOUNDLAND & LABRADOR:

BAY ROBERTS – [Bay Roberts Special Events Inc](#): Construction of a new Clubhouse at the Wilbur Sparkes complex to host more community events.

GOULDS – [Goulds Lions Arena](#): Seeking funding for renovations which include addition of a spectator warm room and female dressing room.

LEWISPORTE AREA – [Kinsmen Club of Notre Dame and Lewisporte Lions](#): Lewisporte Fitness Track, an active living initiative for the entire community.

NORTHEAST AVALON – [User Group, Richard Parson's Memorial Softball Field](#): Water & sewer plus site development costs for constructing a clubhouse at Richard Parson's Memorial Field.

ST. JOHN'S – [Feildian Athletic Grounds](#): FAGA needs change room facilities for the thousands of players using our pitch annually.

STEPHENVILLE – [Walk-A-Ways Parks and Trails Inc](#): Create a recreational and physical activity area for youth and adults to host summer games.

To learn more about Molson Coors' corporate responsibility efforts, visit www.molsoncoors.com/en/Responsibility.aspx.

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About Community Cheer

As part of the company's community investment mission, Molson Coors Brewing Company works to promote the health and wellbeing of individuals and communities where it conducts business. Through Molson Coors Community Cheer, the company will support Canadian communities in a way that relates to beer culture, which it defines as social, fun, active and inclusive. It looks to fund projects and initiatives that will support the social life of the community by bringing people together and promote an active lifestyle. For more information on Community Cheer, visit www.OurCommunityCheer.com.

About Molson Coors Brewing Company

Molson Coors Brewing Company is a leading global brewer delivering extraordinary brands that delight the world's beer drinkers. It brews, markets and sells a portfolio of leading premium brands such as Coors Light, Molson Canadian, Carling, Blue Moon, and Keystone Light across The Americas, Europe and Asia. It operates in Canada through Molson Coors Canada; in the US through MillerCoors; and in the U.K. and Ireland through Molson Coors UK. Molson Coors is listed on the Dow Jones Sustainability Index for North America. For more information on Molson Coors Brewing Company visit the company's Web site, www.molsoncoors.com.

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