



CBC

NEWS RELEASE

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CBC SOCCER NATION BRINGS THE BEAUTIFUL GAME TO CANADA

Grassroots Festival goes Coast to Coast from May 22 – July 10

From little league in Vancouver to university footy in Ottawa, pros in Montreal and recreational league players in St. John’s, Canadians love their soccer, and as official broadcaster of the **2010 FIFA World Cup South Africa™** CBC is set to engage Canadians and bring the excitement of the **2010 FIFA World Cup South Africa™** to their own backyards. **CBC SOCCER NATION** - a soccer festival beginning in Vancouver on May 22 – will enable Canadians to experience the beautiful game in a whole new way. The event will crisscross the nation this spring and summer, also traveling to Calgary, Edmonton, Winnipeg, Toronto, St. John’s, Halifax, Ottawa and Montreal (Please see full schedule below).

The family-friendly interactive events will include a soccer pitch where participants can test their soccer skills, take part in drills guided by pros and watch freestylers showcase their talents. An interactive “CBC Zone” will give children and adults alike a chance to be sports broadcasters by getting behind a desk to call a famous moment from soccer’s rich past, as well as experience the history of soccer through visuals and memorabilia. Attendees will also be invited to experience interactive zones run by **CBC SOCCER NATION** sponsors **CIBC, Rogers and Chevrolet**, where they will have a chance to win great prizes, participate in fun soccer games and much more.

CBC Soccer Nation kicks off on Saturday, May 22 at Granville Square in Vancouver, from 10 a.m. to 5 p.m. local.

Canadians can visit cbcsoccernation.com for complete event details in their area.

CBC SOCCER NATION event schedule:

Date	City	Location
May 22/23	Vancouver, BC	Granville Square
May 28	Edmonton, AB	Mill Woods Recreation Centre
May 30	Calgary, AB	Subway Soccer Centre
June 5/6	Winnipeg, MB	John Blumberg Field
June 11	Toronto, ON	Metro Hall Square
June 19/20	St. John’s, NL	Mount Pearl Soccer Centre
June 26/27	Halifax, NS	Halifax Dunbrack Tournament
July 1	Ottawa, ON	Preston Street
July 3/4	Montreal, QC	Crescent Street
July 10/11	Toronto, ON	John Street & Wellington Street

Complete coverage of the *2010 FIFA World Cup South Africa*[™] begins June 11 on CBC Television, **bold** and CBCSports.ca. Viewers can visit **CBCSports.ca/fifaworldcup** for the latest news, exclusive video features, blogs, complete broadcast schedules and more.

CBC/Radio-Canada is Canada's national public broadcaster and one of its largest cultural institutions. The Corporation is a leader in reaching Canadians on new platforms and delivers a comprehensive range of radio, television, Internet, and satellite-based services. Deeply rooted in the regions, CBC/Radio-Canada is the only domestic broadcaster to offer diverse regional and cultural perspectives in English, French and eight Aboriginal languages.

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