

MEDIA RELEASE

For Immediate Release

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Park to be named after Coach James Berg

(Sylvan Lake, AB) - The park located at 5215 48th Avenue in Sylvan Lake, AB will be renamed as the *James Berg Memorial Park* on Sat., Sept. 26, 2009.

Berg, who died suddenly on Aug. 11, 2007, was a dedicated volunteer who put a great deal of time and effort into the youth of Sylvan Lake. He coached the Bears Football team, was an adored employee, a respected member of the Chamber of Commerce and an overall admired resident.

“When it came to naming the park, it was an easy decision,” Ron Lebsack, Director of Recreation and Parks for the Town of Sylvan Lake said. “James was well known in town as being a stand-up individual. He clearly touched the lives of everyone he worked with and we are honored to dedicate this park to him.”

The town was granted the Let Them Be Kids Smile Award of \$10 000 towards the reconstruction of a local park earlier this year. As part of the Smile Award it was stipulated the park must be named after a local fallen hero.

“We hope the entire community will join us on Build Day (Sept. 26) when we construct the new playground from start to finish,” Lebsack said. “What better reason for a community to get together than to build a new park for families to enjoy while paying respect to a valued resident.”



For more information on the Let Them Be Kids initiative please visit the website at www.sylvanlake.ltbc.ca.

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For more information, please contact:
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James Berg

September 2, 1980 – August 11, 2007