

For Immediate Release**Hildebrand Motors Named First Community Sponsorship Program Partner**

July 15, 2026, OLDS, Alta. – The Town of Olds is pleased to announce Hildebrand Motors as the first naming sponsor through the Town's new Community Sponsorship Program. Through this partnership, Hildebrand will be recognized as the naming sponsor of the multi-purpose room at the Aquatics Centre – now the Hildebrand Motors Multi-Purpose Room - a welcoming space used by residents, community groups, and program participants throughout the year.



The Town of Olds has a long history of working with local businesses, service clubs, and community organizations to support initiatives that benefit residents. This new community sponsorship program builds on those relationships by providing a more structured way for organizations to partner with the Town and support the facilities, programs, and services that help make Olds a fantastic place to live.

"We are proud to support the Town of Olds and be part of a partnership that helps strengthen our community," said Paul Hildebrand. "The Aquatics Centre is an important gathering place for residents of all ages, and we are pleased to contribute to a space that supports recreation and community well-being. We appreciate the opportunity to partner with the Town and look forward to seeing the positive impact this sponsorship will have for years to come."

"Hildebrand Motors has been part of the Olds community for many years, and we're proud to recognize their commitment through this partnership," said Mayor Dan Daley. "Olds has a strong culture of businesses and organizations giving back to the community. This program gives us another way to celebrate those community-minded organizations while helping strengthen the places and programs that bring us together."



NEWS RELEASE

This partnership marks the beginning of the Town's new Community Sponsorship Program, which offers businesses, service clubs and community organizations new ways to invest in the community while receiving meaningful recognition for their support. Sponsorship opportunities are available at a variety of options and investment levels, from community programs to facility naming sponsorships.

To learn more about the Community Sponsorship Program and current sponsorship opportunities, visit olds.ca/communitysponsorship.

Media Contact:

Guy Lapointe

Director of Community Services

Town of Olds

glapointe@olds.ca

Direct: 403-507-4849