NEWS RELEASE

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With the Return of Kraft Heinz Project Play, Kraft Heinz Commits $325,000 to Building Better Places to Play Alongside TSN and RDS

– Nominations are open now at [KraftHeinzProjectPlay.com](http://www.kraftheinzprojectplay.com/) –

To tweet this release:

TORONTO (August 7, 2018) – From soccer fields to baseball diamonds to local swimming pools, playing forms friendships, and creates memories while building community. That’s why Kraft Heinz, TSN and RDS, are joining forces for a 10th year to continue building better places to play from coast-to-coast-to-coast.

Starting today, Canadians can nominate their local recreation project for [Kraft Heinz Project Play](http://kraftheinzprojectplay.com/en/) for a chance to win local facility upgrades. The Grand Prize winner will receive $250,000 towards a recreational facility upgrade, and the three second-prize winners will each receive $25,000.

“Play brings us together; it encourages a healthier lifestyle, it inspires imagination, it teaches values and most importantly, it builds a sense of community,” said Joanna Milroy, Marketing Director, Kraft Heinz. “We’re thrilled to help bring communities together by investing in the places they play and grow up in together.”

Last year’s winner, Goderich, Ontario, is using its winnings to upgrade its multi-use recreational park. Over the past nine years, Kraft Heinz Project Play has awarded $2.6M to 77 communities across Canada. In total, Kraft Heinz has supported 179 communities, contributing $6.75 million dollars to play-based infrastructure projects across Canada.

Kraft Heinz Project Play is once again partnering with Bell Media’s TSN and RDS, which will see the program amplified across the network’s industry-leading platforms with integration in live programming, on [TSN.ca](http://www.tsn.ca) and [RDS.ca](http://www.rds.ca), and across TSN’s and RDS’s official Facebook, Twitter, and Instagram accounts.

TSN’s James Duthie returns as Kraft Heinz Program Ambassador for the fourth consecutive year, and RDS’s Valérie Sardin joins the Kraft Heinz Project Play team as a first-time Program Ambassador. Through their passion for sport, both ambassadors will encourage Canadians to participate and nominate their facility in an aim to build better places to play in their communities, with original content appearing at [KraftHeinzProjectPlay.com](http://www.kraftheinzprojectplay.com/), and on TSN and RDS’s social media accounts throughout the campaign.

“It’s a true privilege to return as a Program Ambassador for *Kraft Heinz* Project Play,” said James Duthie. “I love seeing the impact this incredible program has on communities across Canada, and the increased focus it places on local sports and places to play.”

“It is with great pleasure that I join the Project Play team as a Program Ambassador,” said Valérie Sardin. “Physical activity has always been an important part of my life, and I strongly believe in the importance of providing all Canadians with access to better places to play.”

NOMINATE YOUR COMMUNITY TODAY!   
Beginning today, August 7, 2018, through to September 16, 2018, Canadians can nominate the places, spaces and projects that keep their communities playing, active and united at [KraftHeinzProjectPlay.com](http://kraftheinzprojectplay.com/en/).

The Top Four Kraft Heinz Project Play finalists will be announced October 13, 2018 on TSN and RDS. Canadians can then vote for their favourite community project at [KraftHeinzProjectPlay.com](http://kraftheinzprojectplay.com/en/).

The Kraft Heinz Project Play Grand Prize winner will be announced on October 28, 2018 on TSN and RDS, earning a quarter of a million dollars ($250,000) for a recreation facility upgrade. Three second-prize winners will each receive $25,000.

Canadians are invited to learn more, share their stories, and encourage others to nominate their own towns and cities on [Facebook](https://www.facebook.com/KraftProjectPlay) and [Twitter](https://twitter.com/projectplay) using #PLACETOPLAY.

SOCIAL MEDIA LINKS

Click [here](https://twitter.com/TSN_Sports/lists/tsn-personalities/members) for a list of all TSN Twitter accounts

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[YouTube.com/TSNCanada](http://www.youtube.com/tsncanada)

About Kraft Heinz Company

The Kraft Heinz Company (NASDAQ: KHC) is the third-largest food and beverage company in North America and the fifth-largest food and beverage company in the world, with eight $1 billion+ brands. A globally trusted producer of delicious foods, The Kraft Heinz Company provides high quality, great taste and nutrition for all eating occasions whether at home, in restaurants or on the go. The Company’s iconic brands include *Kraft*,*Heinz, ABC, Capri Sun*, *Classico*, *Jell-O*, *Kool-Aid, Lunchables, Maxwell House, Ore-Ida, Oscar Mayer, Philadelphia, Planters, Plasmon*, *Quero, Weight Watchers* *Smart Ones* and *Velveeta*. The Kraft Heinz Company is dedicated to the sustainable health of our people, our planet and our Company. For more information, visit [www.kraftheinzcompany.com](http://www.kraftheinzcompany.com/).

About TSN  
TSN is Canada’s Sports Leader and provides world-class content across its industry-leading platforms including five national television feeds, TSN Direct, TSN.ca, and TSN Radio stations across the country. With a broad portfolio of multimedia sports assets, Champions Live Here as TSN delivers more championship events than any broadcaster in the country. The network’s deep and diverse roster of live sports programming includes the Grey Cup, IIHF World Junior Championship, Spengler Cup, Hockey Canada events, CFL, NFL, NBA, MLS, Toronto Maple Leafs, Ottawa Senators, Montreal Canadiens, Winnipeg Jets, Season of Champions Curling, FIFA World Cup™, Premier League, Soccer Canada, CONCACAF Gold Cup, MLB, Golf’s Majors, NASCAR, F1, Grand Slam Tennis, UFC, NCAA March Madness, and Skate Canada and Rugby Canada events. TSN is a division of Bell Media, which is part of BCE Inc. (TSX, NYSE: BCE), Canada’s largest communications company.

About RDS

RDS is Canada’s French-language sports broadcasting leader. In addition to its world-class content delivered across multiple platforms, including RDS, RDS2, RDS Info, [RDS.ca](http://www.rds.ca/) and [RDS GO](http://www.rds.ca/1.674343), RDS offers the broadest portfolio of French-language sports programming in the world. Official broadcaster of the Montreal Canadiens and the Ottawa Senators, CFL and Grey Cup, NFL and Super Bowl, MLB and World Series, Olympic Games until 2024, FIFA World Cup until 2026, Premier League, exclusive French-language broadcaster of the Montreal Alouettes, Laval Rocket, Formula 1 and the Tour de France, RDS’s slate of channels present more than 4,000 hours of live programming each year, including UFC, the IIHF Ice Hockey World Championship and World Junior Championship, NASCAR, PGA Tour golf including all four majors, ATP tennis including all four Grand Slam tournaments, Season of Champions Curling and Skate Canada events. RDS is a division of Bell Media, which is part of BCE Inc. (TSX, NYSE: BCE), Canada’s largest communications company. For more on Bell Media, please visit [BellMedia.ca](http://www.bellmedia.ca).

- TSN -

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