



Calgary Board  
of Education

# BE WELL SCHOOL DAY GAME 2026



A purposeful collaboration  
between the Calgary Surge and  
the Calgary Board of Education





# WHAT IS THE “BE WELL” SCHOOL DAY GAME WITH THE CALGARY SURGE?

## THE 3RD ANNUAL “BE WELL” GAME

A collaborative initiative continuing to support CBE's Junior High Program, focused on well-being principles that support academic and athletic success.

## WHY IT MATTERS

Basketball is the hook. Wellness is the win. Resilience. Belonging. Emotional Regulation. The 3rd Annual “Be Well” School Day Showcase Game. More than a game. A movement for Calgary’s youth.

## IMMERSIVE EXPERIENCE

- Student-driven initiatives with themes like Diversity and Inclusion, School Connectedness, Regulation, Resilience, and Mental Health.
- Pre-game engagement includes impactful learning and wellness sessions at schools (in-person and remote), interactive activities, and collaborations with team partners.
- Designated sections for community building, collaboration between teams, and wellness-themed entertainment/public speaking offerings create an immersive experience for students.
- Player involvement, social media promotion, and educational in-game messaging contribute to a holistic and impactful experience.

## 2026 ENHANCEMENT

Every attendee receives a **complimentary Calgary Surge regular-season ticket** for a future 2026 home game (select games, subject to availability). This extends the learning beyond game day and connects students to the broader Calgary community.



# THE VIBE IS REAL.

Scan to see the energy from 2025.







# ABOUT THE CEBL

## CANADIAN ELITE BASKETBALL LEAGUE

A league created by Canadians for Canadians with a mission to develop Canadian players, coaches, sports executives, and referees, the CEBL boasts the highest percentage of Canadian players of any pro league in the country with 75% of its rosters being Canadian and a record 10 players with NBA experience in 2024.

Players also bring experience from the NBA G League, top international pro leagues, the Canadian National team program, NCAA programs, as well as U SPORTS and CCAA. 17 players have signed NBA contracts following a CEBL season, and numerous CEBL players attend NBA G League training camps every year.

We are a nation of passionate sports fans. It makes us proud, and ultimately it defines who we are. We are bringing together international pro basketball players with Canadian elite players to form a highly competitive professional basketball league.



The CEBL surpassed its own total attendance figures in 2023 with a 52 per cent increase from the previous season and nine out of 10 arenas experiencing at least two sold-out games. The CEBL plans to expand to a 14-16 team league that spreads from coast-to-coast over the next four years.



**CEBL**





# EVENT SUMMARY

**Date:** Monday, May 4, 2026.

**Location:** WinSport Event Centre.

**Grades:** Recommended for Grades 5-8

**Cost:** \$25 per student

(Includes GST, fees, and one future-game ticket).

**Time:** 10:30 AM Tip-Off

**The 2026 Perk:** Every attendee gets a complimentary ticket to a regular-season home game.

*One complimentary regular-season ticket per attendee; select games, subject to availability.*

## DETAILS

On May 4, 2026, the Calgary Surge will host the 3rd Annual **School Day Showcase Game** at WinSport Event Centre. Designed specifically for the CBE, this intrasquad showcase and its surrounding program support the CBE Student Well-Being Framework. The success of the past two years has established this collaboration as a recurring annual event.

The Surge are working in collaboration with the CBE to ensure all logistics surrounding the event are handled effectively, and in turn, students will experience an affordable, entertaining, and educational day. The Surge have developed a comprehensive plan, which includes details regarding ticketing, transportation, seating, food and beverage, as well as educational aspects of the day.

The creation of the “Be Well” School Day Showcase Game is a testament to our commitment to youth and a platform where fair play, academic values, and well-being converge for an unforgettable experience.

## \$25 INCLUDES



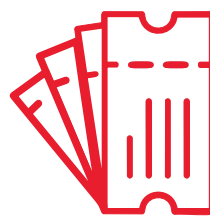
**LEARNING**

+



**GAME**

+



**2026 TICKET**



# EVENT LOGISTICS & TIMING

## TRANSPORTATION & ARRIVAL

Teachers/schools are responsible for booking and organizing their own buses/transportation. The Calgary Surge will support school arrivals on-site with:

- Designated drop-off zones
- Supervised entry and secure group check-in
- Event staff support for school group intake
- Detailed arrival instructions, drop-off procedures, and entry timing will be shared with registered schools in advance.

## SCHEDULE:

- 9:00 AM - 10:30 AM - Doors Open / Arrival
- 10:30 AM - 12:30 PM - School Day Showcase Game + Programming
- 12:30 PM - 1:30 PM - Dismissal and Bus Departure

## TICKET PRICING & PAYMENT DEADLINES

**Price:** \$25 per student (includes GST, fees, and one future-game ticket)

**Deposit:** 50% due by **March 13, 2026**

**Final Payment:** Due by **April 10, 2026**

**Distribution:** No physical or digital tickets required; schools will use group-based event check-in

**Complimentary Ticket:** Teachers will receive redeemable voucher codes to distribute to students and chaperones for one complimentary Calgary Surge ticket.

This pricing is designed to keep the School Day Showcase Game accessible and inclusive for participating students.

***\*All sales are final***

## FOOD & BEVERAGE

Regular concession stands will be open during the event. Students may purchase food and snacks at standard venue pricing.

## NEW FOR 2026: COMPLIMENTARY FUTURE GAME TICKET

Each School Day Showcase Game attendee will receive one (1) complimentary ticket to a Calgary Surge 2026 regular-season home game.

### Redemption details:

- Valid for select games only
- Redeemable online using a unique code
- Subject to availability
- Codes and instructions will be provided to teachers in a simple redemption guide

Questions about registration, invoicing, or event logistics?

Contact: [ticketing@calgarysurge.ca](mailto:ticketing@calgarysurge.ca) | (587) 329-7087





# EVERYONE IS WELCOME

In aspiring to become the Home Team for Calgary, our organization is committed to doing things differently.

Inside WinSport Event Centre, attendees can find Sport Calgary's Declaration of Inclusion posted throughout as a reminder that all are welcome.

Look around and you will see additional signage written in languages many Calgarians speak with their families.

Simply put, our game is for everyone.

On May 4, 2026 the Surge will once again host a one-of-a-kind event in collaboration with the CBE. School day games are traditions that have been performed by many professional sport organizations, however the Surge have gone a step further to include pre- and post-game engagements with schools and to tailor the content to the Student Well-Being Framework.

The 3rd Annual Calgary Surge "Be Well" School Day Showcase Game will not only harmonize seamlessly with CBE's emphasis on holistic well-being, but it will also create lasting memories for all students attending this event.



sport  
calgary  
in part of the energy™

## EVERYONE IS WELCOME

Here, **you are welcomed, accepted and respected.** Here, no matter who you are or where you come from, **you are at home**, regardless of your race, marital or family status, gender identity or expression, age, colour, disability, political or religious belief or non-belief.

All that we ask is that **you be ethical, excellent and inclusive in all you do,** and most importantly, **have fun!**





# THE COURT IS WAITING.

Ready to Register Your School?

*Spots are limited and assigned on a first-come, first-served basis.*

**SCAN TO REGISTER**



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