

For Immediate Release

The Olds Aquatic Centre is the first Town facility named in the Community Sponsorship program

OLDS, AB **October 14, 2026** — The Olds Aquatic Centre is now the MVP Aquatic Centre, following a new community sponsorship between Mountain View Power (MVP) and the Town of Olds.

The partnership represents a significant step forward for the Town's [Community Sponsorship Program](#) and provides MVP with an opportunity to strengthen its presence in Olds while continuing to demonstrate its commitment to the community.

The Aquatic Centre is one of Olds' most visible and well-used public facilities, making it a natural fit for a sponsorship that connects a local brand with residents, families and visitors throughout the year.

"We're pleased to see [Mountain View Power](#) step forward with this commitment to the community," said Mayor Dan Daley. "The Aquatic Centre is an important part of life in Olds, and this partnership provides an opportunity to support a facility that residents use and value."

"MVP has a long-standing commitment to supporting community initiatives in Olds and the surrounding area," said Guy Lapointe, Director of Community Services. "The Aquatic Centre is one of our most visible and well-used facilities, so this is a partnership that creates value for both Mountain View Power and the Town."

The sponsorship is the second announced through the Town's Community Sponsorship Program and the first to include naming rights for a Town facility. Earlier this year, Hildebrand Motors became the program's first naming sponsor, receiving naming rights for the [Hildebrand Motors Multi-Purpose Room at the Aquatic Centre](#).



NEWS RELEASE

The Community Sponsorship Program creates opportunities for businesses and organizations to invest in the facilities, programs, spaces and events that residents use and value, while receiving recognition for their support. Sponsorship opportunities are available at different levels and can include facility naming rights, programs, events, parks and other community initiatives.

Businesses and organizations interested in becoming a community sponsor can learn more about the [Community Sponsorship Program at olds.ca](https://www.olds.ca/community-sponsorship-program).

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