

Thursday, March 17, 2022

**MacEwan University's Centre for Sexual and Gender Diversity announced as community partner for Edmonton Oilers Pride Game 50/50 draw**

Edmonton Oilers fans can cheer on their favourite hockey team while supporting MacEwan University's efforts to promote inclusion for the LGBTQ2S+ community – all while getting the chance to win a huge jackpot.

Through a new partnership with the Edmonton Oilers Community Foundation (EOCF), MacEwan's [Centre for Sexual and Gender Diversity](#) (CSGD) will be the recipient of the 50/50 draw at the team's annual Pride game on Saturday, March 19.

The CSGD supports research, teaching and service work related to sexual orientation, gender identity and gender expression on campus and in the community.

"The EOCF has a longstanding relationship with our neighbours over at MacEwan University and we are honoured to donate the net proceeds of the Oilers 50/50 online raffle to help fund the innovative work at the Centre for Sexual and Gender Diversity," says Corey Smith, board chair of the EOCF. "At the EOCF, we share the belief that everyone has the right to live, learn, work and play in a safe environment. This innovative partnership will not only help raise awareness of the work underway at MacEwan University, it will also send a strong message to the sports world on Pride Night that diversity, equity and inclusion should be celebrated—and that hockey is for everyone."

Dr. Kristopher Wells, director of the CSGD and the Canada Research Chair for the Public Understanding of Sexual and Gender Minority Youth, says that participation in the 50/50 draw helps the centre fulfill its commitment to translating research into action to promote inclusive social change. "It will have a tremendous impact on our centre by bringing both much-needed visibility to our work and funding for long-term sustainability. This amazing support will ensure our centre will continue to grow in new directions to meet both campus and community needs."

Though the 50/50 partnership is new, Dr. Wells has previously worked with the Edmonton Oilers on other initiatives in support of the LGBTQ2S+ community, including the launch of [Pride Tape](#), which all 32 teams in the NHL now use. "Allyship means more than just words – it has to be followed by real and meaningful actions," he says. "We are so very grateful for our ongoing collaborative work with the Edmonton Oilers and the Edmonton Oilers Community Foundation."

This year's Pride game is on Saturday, March 19 at 1 p.m. when the Oilers take on the New Jersey Devils. Tickets for the 50/50 draw will be available at the game and online in Alberta from 9 a.m. to 11 p.m. on game day at [EdmontonOilers.com/5050](https://EdmontonOilers.com/5050).

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