



## MEDIA ADVISORY

### CALGARIANS GRADE THE CITY IN CALGARY'S FIRST *VITAL SIGNS* REPORT CARD

**Calgary, AB (October 1, 2007)** – The Calgary Foundation will release its inaugural *Vital Signs* report card – a citizen's report aimed at measuring Calgary's overall quality of life – at a news conference on **Tuesday, October 2 from 10 – 11:30 am.**

- Outdoor Resource Centre: 1111 Memorial Drive NW (at the southwest corner of Memorial Drive and 10<sup>th</sup> Street NW)
- Key members of Calgary's *Vital Signs* team will be in attendance
- Coffee and an array of international foods will be provided
- Complimentary parking

Calgary's *Vital Signs* provides a clear snapshot of the issues that face us today, examining 12 key issue areas from the environment to housing and health – transforming facts and figures and public perceptions into a reader-friendly format.

#### Did you know?

- Calgary has the highest Composite Learning Index in the country
- Calgary's current Ecological Footprint is 9.86 hectares per person. If people around the world had Calgary's Ecological Footprint, it would take five earth-sized planets to support all of us
- Over two million people attended arts and cultural events last year
- Even with high levels of education immigrants face barriers to employment and are earning only 55.8% of the average income of non-immigrant population

The reader-friendly report tracks quality of life in 12 key areas including:

- |                   |                    |                             |
|-------------------|--------------------|-----------------------------|
| • Getting Started | • Safety           | • Health and Wellness       |
| • Housing         | • Arts and Culture | • Gap Between Rich and Poor |
| • Environment     | • Diversity        | • Liveable/Walkable City    |
| • Learning        | • Work             | • Belonging and Leadership  |

More than 600 Calgarians participated in an online survey that graded the 12 key issue areas based on a group of five to six indicators per issue area. Each of the 65 indicators and each overall key issue area received a letter grade.

Established in 1955, **The Calgary Foundation** assists donors in creating a giving and caring community by applying its resources, expertise and leadership, in partnership with others, to identify needs and address issues in the Calgary and area community. With over 900 Endowment Funds established, the Foundation strengthens the charitable sector in the areas of Arts & Heritage, Human Services, Education, Environment, Health and Neighbourhoods through knowledgeable 360 degree grant making.

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You can find even more: [www.calgaryvitalsigns.ca](http://www.calgaryvitalsigns.ca).

**The Calgary Foundation Media Contact:**

Jennifer Gray  
Research, Engagement & Communications  
Tel: (403) 802. 7700 ext. 7757  
Cell: (403) 891.6562  
e: [vitalsigns@thecalgaryfoundation.org](mailto:vitalsigns@thecalgaryfoundation.org) or  
[jenngray@shaw.ca](mailto:jenngray@shaw.ca)