

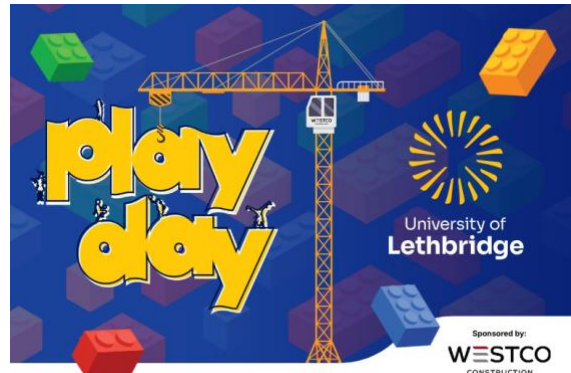
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University of Lethbridge's Play Day 2026 boosted by community partnerships

Southern Alberta's biggest play event just got bigger — all thanks to even more community involvement and one big assist from presenting sponsor [Westco Construction](#).

When the University of Lethbridge opens the doors of the Co-op Centre for Sport & Wellness for [Play Day 2026](#) on February 16 (Family Day), families will find everything they've grown to love about the annual event, and so much more.

"We're really excited to welcome Westco Construction as our new presenting sponsor, and thrilled that they have pledged to support Play Day for the next five years," says Kathy Greenwood, ULethbridge vice-president, External Relations. "Their commitment to southern Alberta through their [Westco Cares](#) program is a perfect fit for Play Day and its focus on uniting community and supporting local families."



Initiated in 2012, Play Day is rooted in the celebration of family through the joy of simple play. Play is essential for physical and emotional growth, for mental, intellectual and educational development, and for acquiring social and behavioural skills. Play Day has become a tradition for many families and with Westco Construction leading multiple local businesses in support of the annual event, it is able to offer even more to attendees.

"Play Day is about more than an afternoon of fun. It is about creating spaces where families connect, kids explore and community comes together," says Taunya Pickles, Marketing & Communications Manager, Westco Construction. "At Westco Construction, we believe strong communities are built the same way great buildings are — with care, collaboration and a long-term commitment. We are proud to support Play Day and invest in an event that helps southern Alberta families build lasting memories."

Building Blocks is the fitting theme this year and you'll see Westco's presence in the always popular cardboard fort building zone. A new LEGO activity zone called the Little Lux Building Lab, sponsored by alumnus Alvin Reinhard Fritz Architect, is a sensory room where attendees can get

away from the hustle of the main event and find a quiet space. It will feature LEGO and DUPLO building blocks loaned by the Lethbridge Public Library. As well, Rocky Mountain Equipment has thrown its support behind the Climbing Wall activity area; South Country Co-op Kid's Club activity zone will be on the upper track; and Canadian Tire basketball and soccer zones will be in the main gym.

"We are rooted in community and have been since our inception and we're thrilled to have local business partners join us in continuing to provide Play Day to southern Alberta families," adds Greenwood.

Those attending Play Day (11 a.m. to 3 p.m.) are encouraged to bring a swimsuit, gym shoes and comfortable clothing to take advantage of all the play opportunities. More than 150 volunteers will assist in bringing the various activity zones to life, many of which highlight ULEthbridge Faculties, schools and programs. These zones include Destination Exploration; Building Brains Together; Let's Talk Science; iGEM; Chess for Life; Child Speech Development; Dhillon School of Business Indigenous Activity Zone; and Faculty of Health Sciences lower gym.

Swimming, face painting, a roving gym and bouncy castles all return, and for parents looking ahead to summer, ULEthbridge summer camps are open for registration with a one-day discount of 10 per cent (online only).

To view online: <https://www.ulethbridge.ca/unews/article/university-lethbridge%E2%80%99s-play-day-2026-boosted-community-partnerships>

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Our University's Blackfoot name is Iniskim, meaning Sacred Buffalo Stone. The University is located in traditional Blackfoot Confederacy territory. We honour the Blackfoot people and their traditional ways of knowing in caring for this land, as well as all Indigenous Peoples who have helped shape and continue to strengthen our University community.