



NEWS RELEASE

FOR IMMEDIATE RELEASE

October 15, 2026

ATCO Energy and WINS launch Warm Up Calgary ahead of 2026 Grey Cup Festival

City-wide winter clothing drive calls on Calgarians to help meet growing needs before
ATCO Energy carries the spirit of warmth and community into Festival week.

CALGARY, AB (October 15, 2026) – ATCO Energy and Women in Need Society (WINS) are calling on Calgarians to help Warm Up Calgary through a city-wide winter clothing drive from October 15–18, supporting individuals and families in need as the colder months approach.

From October 15–18, Calgarians are encouraged to donate gently used winter clothing and gear, including coats, snow pants, boots, toques, scarves, gloves and mittens for people of all ages. Donations will be accepted at ATCO Park, CF Chinook Centre and the Calgary Stampeders East Fan Zone at McMahon Stadium (full schedule below).

As a proud partner of the 2026 Grey Cup Festival, ATCO Energy is encouraging community participation by offering those who donate the opportunity to enter to win one of three Ultimate Grey Cup Festival Experience Prize Packs for Two, featuring tickets to several Festival events and entertainment experiences.

“Warm Up Calgary is about making it easy for Calgarians to support their neighbours in a meaningful and practical way,” said Lindsey Hagen, Senior Director, Marketing & Communications, ATCO Energy. “Our relationship with WINS is rooted in a shared commitment to building stronger communities, and as a proud partner of the Grey Cup Festival, we saw an opportunity to carry that spirit of generosity, warmth and connection from the clothing drive right through to Festival week.”

Warm Up Calgary builds on ATCO Energy's longstanding partnership with WINS. As the organization's Official Energy Supplier, ATCO Energy supports WINS locations through electricity and natural gas services, alongside its broader commitment to community initiatives, including a pledge earlier this year to donate one per cent of its annual profits to Alberta community partners.

Through WINS' House to Home program, participants can select winter clothing and other essential items for their families at no cost. Last winter alone, more than 28,000 coats were sought through WINS stores, highlighting the ongoing need for winter essentials throughout Calgary.



“For families already struggling with the rising cost of living, purchasing winter clothing can mean choosing between staying warm and paying for other essentials,” said Karen Ramchuk, CEO, Women in Need Society. “Warm winter clothing is a need, not a choice, and every coat, pair of boots or set of mittens donated through Warm Up Calgary can make a meaningful difference for someone in our community.”

The spirit of warmth and community will continue into the 2026 Grey Cup Festival, November 11–14 at Stampede Park, where ATCO Energy will welcome fans and families through its outdoor Warming Zone and indoor Family Zone presence, offering opportunities to warm up, connect and enjoy the celebration together.

Warm Up Calgary Donation Locations

ATCO Park – North Entrance

Thursday, October 15 | 8 a.m.–4 p.m.

Friday, October 16 | 8 a.m.–4 p.m.

CF Chinook Centre – South Court, near Indigo

Friday, October 16 | 10 a.m.–9 p.m.

Saturday, October 17 | 10 a.m.–9 p.m.

Sunday, October 18 | 10 a.m.–7 p.m.

Calgary Stampeders East Fan Zone – McMahon Stadium

Saturday, October 17 | 3–5 p.m.

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About ATCO Energy

ATCO Energy empowers home and business owners with smart, simple and relevant solutions that make life easier. Founded in 2016, the energy retailer provides flexible, competitive electricity and natural gas plans for Albertans, supported by clear options and local expertise. Beyond energy, the company offers over 40 trusted home services. Backed by a team of Alberta-based experts, ATCO Energy delivers reliable, customer-focused service built for the whole home.

About WINS

WINS is a Calgary-based non-profit organization that has been providing support to women and families for over 30 years through free community programs that provide basic needs, emotional support and employment training. WINS supports this work by reinvesting revenue generated through its thrift operations and through the generous donations of Calgarians.

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