

**From:** [Government of British Columbia](#)  
**To:** [info@bccpac.bc.ca](mailto:info@bccpac.bc.ca)  
**Subject:** FUNDING GIVES B.C. KIDS MORE OPPORTUNITIES IN SPORT  
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NEWS RELEASE

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Office of the Premier

Ministry of Healthy Living and Sport

FUNDING GIVES B.C. KIDS MORE OPPORTUNITIES IN SPORT

BURNABY - The Province will provide \$100,000 to KidSport BC in support of today's Corporate Kids Challenge to give more children across British Columbia with the opportunity to participate in organized sports, announced Premier Gordon Campbell.

"British Columbia is recognized as a national leader in healthy living and physical activity and the more we can do to encourage children to be involved in sports the healthier they will be," said Premier Campbell. "By giving more of our young people the opportunity to get involved in sport early on in their lives, we can help them create healthy habits that last a lifetime."

This new funding will help approximately additional 500 children and youth from across B.C. participate in a season of organized sport. It also raises the Province's total 2010-11 contribution to KidSport BC to \$283,000.

"It is estimated that physical inactivity costs B.C.'s economy \$573 million in health-care costs and lost production each year," said Minister of Healthy Living and Sport Ida Chong. "Increasing participation in organized sport will encourage kids to stay active as they grow older and will help British Columbians stay healthier in the long-term."

KidSport BC helps remove the financial barriers that prevent some children from getting involved in sport, and it helps them to learn valuable life lessons and skills. Last year alone, the organization provided more than 4,000 children across British Columbia with the opportunity to play a sport they love.

"Having both the Province of B.C. and the corporate sector rally around KidSport will have a great impact on the future health and wellness of B.C.'s children," said Sport BC president and CEO Tim Gayda. "Thank you to the Province for continually making healthy living a priority in British Columbia."

The Province continues to support sport in B.C. investing \$47.7 million in 2010-11, a \$4.6-million increase over last year. This investment includes B.C.'s \$30 million 2010 Sport Legacy Fund (over three years) that will facilitate increased participation in youth sports and improved athlete and coach development.

For more info on ways to get active and be healthy, visit [www.actnowbc.ca](http://www.actnowbc.ca).

For more info on KidSport BC, visit [www.kidsport.ca](http://www.kidsport.ca).

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