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NEWS RELEASE

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Ministry of Community, Sport and Cultural Development

PROVINCE HELPS KIDSPORT EXPAND ITS REACH

VANCOUVER - Kids across British Columbia will benefit from another cash infusion by the provincial government of \$120,000 to help more of them get involved in sport through KidSport BC, announced Stephanie Cadieux, Minister of Community, Sport and Cultural Development.

"We are committed to providing value through organized sports for all children, and financial need should not be a barrier," said Cadieux.

"This funding will also help some of the local KidSport volunteer chapters to leverage support from other partners, corporations and service organizations in helping young people get active through organized sport."

Last year alone, the organization provided more than 4,200 children across B.C. with the opportunity to play a sport they love. This new funding will help approximately 600 additional children and youth participate in a season of organized sport.

Since 2007, the Province has provided \$1.3 million to KidSport BC - a Sport BC program which pays for registration fees (up to \$300 per child) for a season of play in sport. Sport BC created KidSport in 1993, and it has now expanded to 11 provincial and territorial chapters, and more than 175 community KidSport chapters across Canada.

KidSport Canada was created in 2005, and is located in the Sport BC campus in Richmond.

"The generous funding provided by the Province will ensure that KidSport meets its goal of helping 5,000 children play a season of sport this year," said Pete Quevillon, director of KidSport B.C. "Along with the hard

work and support of the 41 community-based volunteer KidSport chapters throughout B.C., the Province has recognized the value of providing access to sport opportunities to all children, regardless of their ability to

pay."

Cadieux is making a formal cheque presentation to KidSport at Friday night's Vancouver Giants game at Pacific Coliseum, which will also be attended by former VANOC CEO John Furlong.

"The Games showed us the power of sport to create dreams for our children.

Tonight at the Giants game, fans are being encouraged to celebrate this and re-live the joy of the Games by wearing red mittens and blue jackets,"

Furlong said. "It is wonderful to see the momentum continue with more government support for KidSport, which does a fantastic job of bringing the joy of sport to many youngsters at crucial and often difficult times in their lives."

More information on is available online at: <http://sportbc.com/>

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