



MEDIA RELEASE

SportFit engages 9,000 B.C. students leading up to the 2010 Winter Games

Vancouver, B.C. (March 31, 2010): Thousands of schoolchildren across the province participated in their own activity challenge and went online to learn about Olympic and Paralympic sports leading up to the start of the 2010 Winter Games. SportFit (www.SportFitCanada.com), an online sport discovery program, toured the province this past winter to engage schoolchildren at recreation centres and schools, and to build a link between the Games and their own personal abilities.

SportFit was inspired by one simple truth: active kids make active learners. Available in B.C. since 2004, SportFit (www.SportFitCanada.com) supports teachers and youth leaders in delivering sport education and sport discovery programs via its interactive website.

“SportFit will be a lasting legacy of the 2010 Winter Games that will help children and youth discover physical activity in a variety of ways,” said Hon. Ida Chong, Minister of Healthy Living and Sport. “During torch relay celebrations leading up to the 2010 Winter Games, SportFit was delivered in more than 50 schools in 12 B.C. communities, engaging 9,000 children in fun activities and linking them to their local clubs.”

The goal of SportFit is to inspire children and youth to be active by discovering their own physical strengths and interests. SportFit begins by measuring each participant’s physical abilities through the SportFit Challenge, a series of eight, non-competitive activity stations. Then, participants take an online questionnaire about their sport preferences. SportFit analyzes these results and recommends three summer and three winter sports that each participant may want to try.

After completing the SportFit Challenge, participants can print off a custom, souvenir certificate showing their recommended winter and summer sports.

SportFit’s directory of 8,500 sport clubs and associations across Canada and multimedia lessons on 70 Olympic and Paralympic sports encourages youth to explore sports and physical activity online and to connect with their local clubs and organizations.

“SportFit was developed as part of the 2010 legacy to engage children in physical activity in a non-competitive environment,” said Bruce Dewar, CEO of 2010 Legacies Now. “This provides an inspiring way for teachers, and anyone working with youth, to connect young people to new activities and hopefully adopt an active lifestyle.”

For more information on SportFit, visit the website at www.SportFitCanada.com.

Karen Lee
Manager, Communications
2010 Legacies Now
778-331-8647
klee@2010LegaciesNow.com

About 2010 Legacies Now

2010 Legacies Now is the first organization of its kind that has taken an innovative approach to leveraging the 2010 Winter Games. A not-for-profit society, 2010 Legacies Now works in partnership with community organizations, non-government organizations, the private sector and all levels of government to assist communities in discovering and creating inclusive social and economic opportunities. More than two million British Columbians in 400 communities and neighbourhoods have benefited from investments made by 2010 Legacies Now, and many of its programs will endure beyond the Games. For more information, please visit www.2010LegaciesNow.com and to read about our community impact, visit 2010andBeyond.ca.