



MEDIA RELEASE

Four provinces and territories offer SportFit

Vancouver, B.C. (June 1, 2009): 2010 Legacies Now is pleased to announce that four provinces and territories across Canada have launched SportFit to encourage children and youth to lead active lifestyles in their regions. Available in B.C. since 2004, SportFit (www.SportFitCanada.com) supports teachers and youth leaders in delivering sport discovery and education programs with its fun, interactive website.

Provincial and territorial governments in Alberta, Nunavut, New Brunswick and the Yukon have signed agreements with 2010 Legacies Now to introduce SportFit in local schools, recreation centres and at community events.

“Encouraging young Albertans to be physically active is important for both physical and mental well-being,” said Cindy Ady, Minister of Alberta Tourism, Parks and Recreation. “Discovering that you are really good at a sport means you’ll probably stay active, and that’s good for the young athlete, and the sport.”

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 go online and print off a custom, souvenir certificate showing their recommended winter and summer sports.

“I have seen students in my class express interest in sports and activities they never considered prior to their exposure to SportFit,” said Rob Grantham, Vice Principal, Comox Valley School District. “Through the online resources they are able to explore the sports and even contact local clubs to get involved.”

Marilyn Payne, Director of Sport and Recreation at 2010 Legacies Now added: “Our aim is to encourage children to find their strengths and, hopefully, activities they will enjoy for years to come in their own community. We are excited Alberta, Nunavut, New Brunswick and the Yukon have joined us in promoting this innovative sport discovery program to engage our youth and children across Canada.”

In British Columbia, 2010 Legacies Now promotes, supports and provides day-to-day administration for SportFit. Development and funding partners for SportFit include 2010 Legacies Now, the Province of British Columbia, the Government of Canada and CTV.

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.