



Jones Konihowski to Lead KidSport™ Canada

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KidSport™ Canada, a volunteer driven community-based sports funding program that provides grants for financially disadvantaged children, announced today that three time Olympian, successful businesswoman and long-time volunteer with KidSport™ has been named Chief Executive Officer of KidSport™ Canada effective May 10, 2010.

Diane has been involved in sport for over 45 years as a world-class athlete, University & national team coach, official, volunteer, sport marketing specialist, fundraiser, administrator, drug-free sport advocate, CBC radio commentator, television sports panelist, and print media columnist.

Leila Bell-Irving, Chair of KidSport™ Canada, is pleased that Jones Konihowski will be taking on the role of CEO, "Diane brings a proven track record of success and excellence, and with her experience and leadership, will accelerate KidSport™ Canada's growth."

"I am very excited about this new opportunity coming on the heels of the Vancouver/Whistler Olympic and Paralympic Winter Games", says Jones Konihowski. "Canadians are now more educated and inspired by the power of sport, and while we want to continue supporting our high performance athletes, there is a real need to support those kids who have to watch from the sidelines because they cannot afford to participate. If we don't provide the financial support to our youth to play sport and get active, we won't have a high performance system in Canada in ten years time."

"There are 175 KidSport Chapters across Canada actively raising money and providing the opportunity for kids to play sport. It's an exciting time for KidSport™ Canada." In 2009 alone, KidSport™ Chapters throughout Canada collectively raised \$7.1M and helped 60,000 kids get actively involved in a sport of their choice.

Diane lives in Calgary with her husband and is a parent of two athletic daughters.

KidSport is a non-for-profit organization that provides grants for financially disadvantaged children ages 6 to 18 to participate in a sport of their choice. KidSport's mission is to remove barriers that prevent children from playing sports due to rising registration fees and a lack of equipment. KidSport believes in the fundamental values and benefits that sport provides.

For more information about KidSport™ Canada and its provincial, territorial and local chapters, please visit www.kidsportcanada.ca.

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**So ALL Kids
Can Play!**