



KidSport™ welcomes former funding recipient Emily Brydon to Team KidSport

Canadian Olympian says KidSport "is an important factor for being where I am today"

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Richmond, BC – KidSport added one of their own this week to the growing team of Olympic athletes on Team KidSport.

Canadian alpine skier Emily Brydon, competing next week in the 2010 Olympic Winter Games, will join a dozen Olympians as ambassadors of KidSport, a national children's charity that provides funding for Canadian children to participate in sport. For Brydon, who received a KidSport grant of her own as a young athlete, supporting KidSport has special meaning.

"KidSport gave me the opportunity to continue striving for success in the ski world," said Brydon, who grew up in BC's Kootenay region. "It allowed me to help my parents pay for the cost of sport and playing, and in turn is an important factor for being where I am today."

"KidSport is incredibly important to the development of athletes and kids who are involved with sport at any level. Not only is the funding crucial to help offset the cost of sports but also it inspires kids to do and be more. When you are rewarded for your success it solidifies your own belief in your dreams and goals," she added.

"This is really a monumental day for KidSport," said Bart Given of KidSport Canada "When Emily recently contacted us with a desire to share her story, it was in the hope more Canadians would become aware of the financial support available to youth through KidSport.

"KidSport and Emily share the belief that involvement in sport represents an incredibly positive influence on the development of our youth. Regardless of whether the children we support turn into top tier athletes like Emily, or lifelong recreational sport participants, KidSport aims to open the doors to these opportunities for children all across Canada," added Given.

Brydon is one of the 250,000 athletes KidSport has supported since its inception. Established by Sport BC in 1993, KidSport is now present in over 175 communities across Canada and continues to expand its reach to ensure children nationwide have the opportunity to experience the power of sport.

About Emily Brydon:

Emily Brydon, born in 1980 in Fernie, BC is a veteran on the Canadian alpine ski team, competing on the World Cup circuit for nearly ten years. Brydon has nine World Cup podium results including a win in St. Moritz, SUI in 2008, nine Canadian championship titles and is about to compete in her third Olympics at the Vancouver 2010 Winter Games.

As well as being an advocate for KidSport, she began the Emily Brydon Youth Foundation to provide financial help to youth in British Columbia to pursue sports, arts or other interests.



About KidSport:

KidSport is a community-based sports funding program that provides grants for financially disadvantaged children ages 6 to 18 to participate in amateur sport and learn valuable life lessons and skills. For more information about KidSport and how you can help in your community, please visit www.kidsport.ca.

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