



So **ALL** Kids Can Play!

KidSport Celebrates 25 Years of Getting Kids into the Game Seeking KidSport Alumni to Celebrate our Stories

Vancouver – January 15, 2018 – In 2018, KidSport will be celebrating 25 years of getting kids off the sidelines and into the game. To kick off a year of special 25th anniversary events, KidSport is launching a KidSport alumni search.

Created in 1993 by Sport BC as a program to support families challenged by the rising costs of sport registration fees, KidSport had modest success in its first year and generated roughly \$50,000 and helped approximately 300 children.

Growing organically over the next 7 years, KidSport was adopted as a charitable arm by sport umbrella federations across the country and at the same time began to develop the concept of community chapters here in BC. Utilizing the power of local volunteers to develop ownership at a community level, KidSport began to grow significantly both in terms of awareness and funds raised and allocated to kids in need.

Today, KidSport has 11 provincial and territorial chapters with over 180 community chapters across the country. KidSport has charitable status as a registered Canadian amateur athletic association and in BC, since its inception, KidSport has issued over \$11 million in grants to 48,000 kids.

Through an extensive social media campaign, we will be seeking young adults who received KidSport support in their childhood and who are willing to tell their stories about the value of that support and how their sport experiences have shaped their adult lives. With the help of former KidSport grant recipients, Olympian Richard Hortness and national team race walker Katelynn Ramage, we hope to gather testimonials to the importance of KidSport in our society

“KidSport will be hosting a number of new events in 2018 to help us both grow awareness and to generate much needed revenue for our program. 25 years ago, Sport BC had the vision to launch what has become an integral part of the national sport system and through some of our alumni, we want to tell the stories of the impact of KidSport over these past 25 years,” said Pete Quevillon, Director of KidSport BC.

Visit www.KidSport.ca/BC to find out how you can help...#So**ALL**KidsCanPlay!

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