

KIDSPORT TAPS INTO THE GENEROSITY OF CANADIANS THIS HOLIDAY SEASON SO EVERY KID CAN HAVE THE CHANCE TO PLAY SPORT

Toronto, December 3, 2012 – KidSport™ Canada has launched the Give the Gift of Sport, an annual holiday season fundraising campaign. From December 3 to January 15 people across the nation will be able to support KidSport™ through “Give the Gift of Sport”.

“Give the Gift of Sport” is a national online fundraising campaign that will help get kids off the sidelines and into sport. KidSport™ Canada hopes to get more children and youth into sport next year from the funds raised this holiday season. The campaign enables donors to have a real impact in their community by ensuring all of the money raised remains in the communities it was donated in. This ensures that it is local kids in need that benefit when the gift of sport is given.

“Give the Gift of Sport is a great opportunity for people to support their community and ensure financial circumstances are not a barrier to children that want to play sports”, said Dawn MacDonald, Partnership Lead for KidSport Canada. During this festive season KidSport is hoping the generosity of people will help get more kids into sport. MacDonald elaborates, “It’s such a positive gift for a really great cause. Here is an opportunity to make a donation to help those families who aren’t as fortunate, so what better time than during the holidays”.

When 1 in 3 families can’t afford to register their children in sport, the holiday season is the perfect time to give. With only 7% of Canadian children and youth meeting Canada’s guidelines of 60 minutes of physical activity a day, KidSport hopes Canadians will all work together to make sure that ALL kids can play.

Every provincial and territorial chapter will be taking part in the campaign and a visit to the KidSport Canada website at kidsport.ca will direct you to your province or local community chapter.

About KidSport:

At KidSport™ we believe that no kid should be left on the sidelines and all should be given the opportunity to experience the positive benefits of organized sports. KidSport™ provides support to children in order to remove financial barriers that prevent them from playing organized sport.

There is nothing better for a child’s mental and physical growth than sport and physical activity. Their participation helps them perform better in school, develop stronger social skills and build stronger and healthier bodies. It allows them to develop healthy habits, self-esteem and leadership skills, creating a solid foundation for all of their future accomplishments.

KidSport™ Canada provides grant assistance to children 18 years and younger who are facing financial barriers preventing them from taking part in organized sport. Grants range from \$100 to \$750 and go towards registration and/or equipment costs. Since its creation over 1.5 million kids across the country have been given the chance to play sport through KidSport Grants.

To donate now, please [visit this link](#).

Or for information on KidSport Canada Contact:

Chris Cooper, Coordinator Marketing & Communications

KidSport™ Canada

(416) 426-7080

[@kidsport](#)

ccooper@sportallianceontario.com