

KIDSPORT ENCOURAGES CANADIANS TO GIVE THE GIFT OF SPORT TO DESERVING KIDS ACROSS CANADA

KidSport launches Give the Gift of Sport to help families eliminate financial barriers, so all kids can play organized sport.

Winnipeg, November 20, 2013 – Today, KidSport™ launched its national online fundraising campaign, Give the Gift of Sport, to help all kids get in the game. The national fundraising campaign runs through the holiday season, from November 20 to January 10, 2014, and raises money, so all Canadian kids have an opportunity to play organized sport.

“Give the Gift of Sport is a great opportunity for people to give back and support families and kids in their community this holiday season,” said Jamie Ferguson, Chair of KidSport. “Financial circumstances should not be a barrier to children participating in sport, but the reality is, this is often the case. We want to make a difference in the lives of these children, youth and families and provide them the positive experience and benefits of sport. We think the generosity of Canadians can help us achieve it.”

In Canada, one in three families can't afford to register their kids in sport, and KidSport believes that no kid should be left on the sidelines. Every kid should be given the opportunity to experience the positive benefits of sport. KidSport provides grants for all sports to support children in order to remove financial barriers that prevent them from playing organized sport.

“We are very proud to be part of the solution in helping more children across Canada access sport, become more active, and share the pleasure of sport with others,” said the Honourable Bal Gosal, Minister of State (Sport). “Our Government is pleased to support KidSport in making a real difference in the lives of many young Canadians.”

KidSport is excited to build on the success of last year's inaugural campaign to help more kids get in the game. The public can donate online to help more kids play organized sport. This year's campaign includes a public peer-to-peer fundraising component, so all Canadians including schools, clubs, leagues and workplaces, can set-up their own donation pages and raise funds through their own networks for KidSport. All donations can also be designated to a particular province or community. Gifts can also be made in someone else's name.

Learn more or get involved, visit KidSport.ca, follow us on Twitter @KidSport, or join KidSport on Facebook. Help eliminate financial barriers So ALL Kids Can Play!

You can also donate now.

About KidSport:

KidSport is a national not-for-profit organization that helps remove financial barriers that prevent kids from playing sport by providing assistance for registration fees and sport equipment to children aged 18 and under. Through a confidential application process grants are given so they can play a season of sport. One of KidSport's primary goals is to support a network of 11 provincial/territorial KidSport chapters and 178 community KidSport chapters across Canada in their fundraising and sport activities. Since its creation in 1993, over 400,000 kids across the country have been given the chance to play sport through KidSport grants and sport introduction programming.

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