



ELEVEN MULTI-SPORT PARTNERS FORM ALLIANCE TO GROW SPORT IN BC

The collective aims to enrich lives and energize communities via sport

Whistler, BC – Eleven multisport partners have joined forces to create the viaSport Alliance, committed to working together and highlighting the importance of sport as a tool for energizing communities and enhancing quality of life for British Columbians.

Individually, each partner is recognized as a leader for athlete, coach, and community sport services in their region, but collectively, the group forms a powerful network of resources and expertise that will shape a streamlined sport delivery system across the province.

“One of our primary goals is to make sport accessible to every person in our province through community involvement,” says Peter Fassbender, Minister of Community, Sport and Cultural Development. “This new alliance of regional partners will encourage even more collaboration between many of the dedicated sport organizations across B.C., as we strive to be Canada’s leader in sport excellence.”

The viaSport Alliance will maintain and share a network of sport-related services, programming, and resources that is provincial in scope, but locally relevant. Working with local community leaders and stakeholders, the collective’s goals include: improved access to sport facilities and training centres, enhanced support for high performance athletes and coaches, more focussed attention on physical literacy, and streamlined education toward fundamental movement skills in children. Their purpose statement: Enriching lives and energizing communities via sport.

“Sport is a powerful, unifying force”, says viaSport CEO Sheila Bouman. “We believe that sport and physical activity are not only critical building blocks for communities, but are fundamentally essential to the overall health & wellness of the Province. This Alliance allows us to impact the entire province while directly benefitting local communities through targeted, localized programming.”

Currently Whistler Sport Legacies (WSL) offers multi-sport development camps to expose kids to training in a variety of sports they may not have done before; WSL educates the local community on the importance of physical literacy and Long Term Athlete Development to increase the number of individuals who are “Active For Life”; WSL provides sport organizations with resources to deliver quality sport programming; and WSL hosts National Coach Certification Program courses to enhance the qualifications of coaches in the Sea to Sky corridor as well as the annual coach appreciation event to thank coaches for their hard work and dedication.



grow
sport

viaSPORT
BRITISH COLUMBIA

“Whistler Sport Legacies is proud to join the viaSport Alliance as the program objectives align perfectly with our mission to ‘grow sport’,” says Roger Soane, President and CEO of Whistler Sport Legacies. “We are dedicated to making sport accessible for kids of all ages in the Sea to Sky Corridor; and we are working hard to align the health, education, recreation, and sport sectors.”

The viaSport Alliance consists of:

- PacificSport Northern BC: www.pacificsportnorthernbc.com
- PacificSport Interior BC: www.pacificsportinteriorbc.com
- PacificSport Okanagan: www.pacificsportokanagan.com
- PacificSport Columbia Basin: COMING SOON
- PacificSport Vancouver Island: www.pacificsportvi.com
- PacificSport Fraser Valley: www.pacificsportfraservalley.com
- Fortius, Burnaby: www.fortiusport.com
- Whistler Sport Legacies: www.whistlersportlegacies.com
- Pacific Institute for Sport Excellence (PISE): www.piseworld.com
- Canadian Sport Institute Pacific: www.csipacific.ca/
- viaSport: www.viasport.ca

For more information about the Alliance, visit: www.viasport.ca/regionalalliance

- 30 -

About viaSport British Columbia:

viaSport British Columbia is a not-for-profit organization established in 2011, responsible for providing strategic leadership to sport in BC. Formed in partnership with the provincial sport sector and the Province of BC, our mandate is to increase awareness, opportunity and participation in sport at every stage of life and in every community in British Columbia. Learn more at www.viaSport.ca

About Whistler Sport Legacies:

Whistler Sport Legacies is a non-profit organization responsible for Whistler Olympic Park, the Whistler Sliding Centre, and the Whistler Athletes’ Centre. Each facility plays a unique role to grow sport for the benefit of athletes, residents, and visitors. More information at www.whistlersportlegacies.com

FOR IMMEDIATE RELEASE

February 18, 2016



grow
sport

viaSPORT
BRITISH COLUMBIA

MEDIA CONTACTS:

Whistler Sport Legacies

Silke Jeltsch

Communications Specialist

sjeltsch@whistlersportlegacies.com

604.964.0054

viaSport

Kelly Aldinger

Manager, Community Engagement, viaSport

kellya@viasport.ca

778.655.1759