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## PRESS RELEASE

### FOR IMMEDIATE RELEASE

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### **JON MONTGOMERY named KIDSPORT COMMUNITY CHAMPION**

2019 Sport BC Athlete of the Year Awards

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**VANCOUVER, BC (January 25, 2019)** — Sport BC and KidSport BC are pleased to announce that Jon Montgomery has been named the recipient of the KidSport Community Champion Award of 2019. The award will be presented at the Sport BC 53rd Annual Athlete of the Year awards on Wednesday, March 13 at the Fairmont Pacific Rim Hotel in Vancouver

This award, sponsored by the Ritchie Bros. Auctioneers, is presented to the individual who has gone above and beyond in their service to KidSport in the past year. Past recipients include former BC Lions Tommy Europe and Paul McCallum, Olympians Evan Dunfee, Kelsey Serwa and Mike Janyk and sport media personality Perry Solkowski.

Most Canadians will remember fondly the image of Jon, following his gold medal run in Skeleton at the 2010 Winter Olympics, walking through Whistler Village on his way to the medal ceremonies, enjoying a cold beverage offered up by a fan. Following this iconic moment, Jon has become a recognizable face far beyond the sport community for his 6 years of hosting Amazing Race Canada.

Upon his move to Victoria a few years back, he reached out to the local KidSport chapter to ask about giving back in some way. From his time training in Calgary, he was familiar with a great KidSport fundraiser called the Eric Francis Pizza Pigout, which for 14 years now has raised significant funds and attracted the who's who of elite sport and business communities to a fun evening of pizza and beer. Jon felt that this could be replicated in Victoria and worked with the local chapter to host the first Jon Montgomery Pizza Pigout in 2017. Incredibly, the event raised \$55,000 in one evening and the Victoria community was hooked. The 2018 event also raised \$55,000 and it would appear the Pizza Pigout is now a fixture on the social scene in our provincial capital.

Jon and his wife Darla are more than just figure heads; sitting on the organizing committee, securing auction items; encouraging fellow athletes to attend and of course, Jon uses his auctioneer talents to raise a ton of money during the live auction.

Following the success of the 2017 Pizza Pigout, we approached Jon to ask if he would be the face of our KidSport national Give the Gift of Sport campaign. Jon graciously agreed to film a PSA for us to promote the campaign and his infectious enthusiasm on camera helped us to generate a record \$164,000 in 2017, nearly a 100% increase over 2016! Once again, he was the face of Give the Gift of Sport 2018 PSA and we exceeded our goals to raise \$216,000!

#### About KidSport:

KidSport™ provides grant assistance to children 18 years and younger who are facing financial barriers preventing them from taking part in organized sport. Grants average \$300 and are dedicated to assisting with the costs of organized sport registration fees. In 2017, KidSport provided over \$1.95 million in grants to more than 7,300 kids.

Tickets are now available at [www.sportbc.com](http://www.sportbc.com)

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**About the Athlete of the Year Awards**

The Athlete of the Year Awards, founded by Sport BC, is the longest standing amateur sport recognition event in the country. Awards in 18 different categories are given each year to athletes, coaches, and officials on their performance and contribution to sport in the province of British Columbia. The awards play a valuable role in nurturing athletic success while recognizing extraordinary accomplishments in BC.

**Presidents' Awards**

The 25<sup>th</sup> Annual Presidents Awards is proudly sponsored by *Sports with Balls*. This group is comprised of Basketball BC, Volleyball BC, Softball BC, BC Lacrosse Association, Tennis BC, Baseball BC, BC Rugby Union, Ringette BC and BC Soccer. These awards are presented annually to volunteers from Sport BC member organizations who represent the spirit of volunteerism, and whose dedication, energy, and commitment contribute to the development of their sport or organization.



**About Sport BC**

In 1966, a small group of dedicated volunteers created an organization to provide a unified voice for amateur sport in British Columbia. While much has changed in 52 years, our core purpose remains the same.

**Who we are:**

Sport BC is the non-profit sport federation, representing over 60 Provincial Sport Organizations in British Columbia. As a member-based organization, Sport BC offers services and programs to build the capacity of our members and advocate on their behalf to improve the landscape for organized sport in BC.

**Mission:**

Sport BC, as a member-based organization, supports the growth of amateur sport in BC and provides leadership through delivery of its programs and services for members.

**Vision:**

Sport in British Columbia is thriving through the leadership of Sport BC and our members.

**Values:**

Integrity, Transparency, Collaboration, Creativity and Innovation

*For additional information, please contact*

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**PREVIOUS AWARD RECIPIENTS:** For a list of previous award winners and additional information, including recognition of our corporate and community sponsors and partners, please visit: [www.sportbc.com](http://www.sportbc.com)