



FOR IMMEDIATE RELEASE

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Vancouver, BC Sport BC and ProMOTION Plus are very pleased to announce the partnership for women in sport and physical activity in BC. Effective March 1, 2019 ProMOTION Plus will be merging its activities in advocacy, gender equity, recognition, and its operations with Sport BC.

The advocacy, programming and education that ProMOTION Plus has been managing since its inception in 1990 will now be fully integrated into the operations of Sport BC, providing provincial and multi-sport organizations with the resources and expertise required to ensure that women and girls in sport and physical activity in BC continue to have opportunities and a voice in participation and leadership within the sector. "We have had a long-term partnership with Sport BC which is based on our shared values, trust and respect. Our board is very enthusiastic about future opportunities where together we can provide Sport BC members with tools and expertise around gender equity." - Erin Wilkins, Chair of ProMOTION Plus.

ProMOTION Plus' signature recognition program, *In Her Footsteps*, was transferred to Sport BC in 2018 in order to provide a larger, more integrated platform to recognize women in sport and physical activity in BC. Two women are now publicly recognized each year at Sport BC's Athlete of the Year Awards banquet under the *In Her Footsteps* banner. This year's banquet will be held on March 13, 2019 at the Fairmont Pacific Rim.

"Sport BC is proud to integrate ProMOTION Plus into the programs and services that we provide to our members and the sport community. We are excited about the possibilities of enhancing the message that ProMOTION Plus provides around enhancing opportunities for women and girls in sport and continuing to recognize women for their contributions to gender equity in British Columbia." - Carey Dillen, Chair of Sport BC

ABOUT SPORT BC: Sport BC is the non-profit sport federation, representing over 50 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.

ABOUT ProMOTION Plus: ProMOTION Plus is British Columbia’s organization for girls and women in physical activity and sport. ProMOTION Plus is only one of three provincial organizations in Canada dedicated to working with community partners to meet gender equity goals and support the efforts of communities to increase participation and leadership opportunities for girls and women in the sport and recreation delivery system

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