

## KidSport Give the Gift of Sport Campaign in Full Swing

*National not-for-profit aims to raise funds and help bring the power of sport Full Circle*

**VANCOUVER, BC – December 10, 2021** - KidSport™ has launched their tenth annual Give the Gift of Sport™ fundraising campaign, calling on British Columbians to donate this holiday season to help more kids experience the joy of a season of sport. The campaign, which launched earlier this month, runs until January 4, 2022.

“Sport BC is proud of our signature program, KidSport and its efforts to help more kids benefit from organized sport. We know participation in sport can help kids be healthier, but it can also help them with things like their education and social development,” says Rob Newman, President & CEO of Sport BC. “In essence, sport can provide our children with a head start on life. At KidSport we believe every child deserves that chance.”

Over the past two years, KidSport chapters in BC distributed more than \$3.25 million to help 10,755 kids in 150 communities across the province experience the joy of a season of sport. And now, the need for KidSport™ funding is greater than ever. Families are facing financial strains like never before, and the cost of participating in sport continues to increase.

We owe all kids the chance to experience everything that sport has to offer. Help unleash the full potential in every child. Donate today so ALL kids can play and help fund a season of sport for kids in your community.

To learn more and Donation Link: [BC Donation and Tribute Form \(kidsportbc.org\)](https://kidsportbc.org/BC-Donation-and-Tribute-Form)

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## About KidSport BC

The KidSport program aims to remove financial barriers to sport participation by providing grants to help cover the costs of registration fees. This program is intended to help increase participation numbers for Sport BC members and their local clubs by helping under-resourced children and youth access a season of sport. KidSport is a Registered Canadian Amateur Athletics Association (“RCAA”) with charitable status and can issue tax receipts to donors. Learn more at [kidsportcanada.ca/british-columbia](http://kidsportcanada.ca/british-columbia) or follow us @KidSportBC.

## About Sport BC

Sport BC believes in the power of sport and is committed to building stronger communities through positive sport experiences. Our goal is to enhance and support sport participation in British Columbia ensuring everyone has the opportunity to thrive. Sport BC supports our 70 member organizations through our signature programs KidSport BC, BC Amateur Sport Fund, and ProMOTION Plus, and through our services Sport BC Insurance, and Payroll and Group Benefits. Learn more at [sportbc.com](http://sportbc.com) or follow us @SportBC.

