



KidSport's MOVE430 Challenge launches registration for 2022

Initiative expands province-wide in its second year

For Immediate Release – February 15, 2022 (Vancouver, BC) – KidSport chapters across BC are encouraging individuals to join the MOVE430 Challenge this April to add more MOVEment to their daily routines and raise funds for KidSport.

First piloted by the KidSport Langley chapter in 2021, the MOVE430 Challenge encourages participants to move for at least 30 minutes for each of the 30 days in April. Participants must track their daily activity and are rewarded for moving with a chance to win daily and weekly prizes. There's also a grand prize at the end of the challenge, drawn from all participants who complete and record their activity for the full 30 days.

Last year the challenge raised over \$8,000 for the Langley chapter with more than 250 participants joining in the event's first year. This year, participants from across the province are being encouraged to join to support their local KidSport chapter to benefit kids in their own community.

"We were so encouraged by the support we received when we launched the MOVE430 Challenge last year, and we saw an opportunity to benefit more chapters—and more kids—through the Challenge in 2022," says James Palframan from KidSport Langley.

Funds from the 2021 challenge were raised solely from participant registration fees, but this year, the group hopes to raise even more by providing options to donate to the event, and they've added a fundraising component, so participants can solicit support from friends and family throughout the challenge.

"I'm excited to have the opportunity to expand on what the Langley chapter started last year through the MOVE430 Challenge," says KidSport BC Fundraising Manager, Angela Crowther. "The initiative aligns so well with our goals to get kids active through organized sport."

Registration for the 2022 MOVE430 Challenge opens Tuesday February 15. Registration is \$30 and 100% of the registration fee goes toward supporting a KidSport chapter to help fund grants to pay for sport registration fees for kids facing financial barriers.

Register online or find more details at move430.ca and follow [@move430challenge](https://www.instagram.com/move430challenge) on Instagram for the latest event updates.

About KidSport

The KidSport program aims to remove financial barriers to sport participation by providing grants to help cover the cost of registration fees. This program is intended to help increase participation numbers for Sport BC members and their local clubs by helping under0resources children and youth access a season for sport. KidSport is a Registered Canadian Amateur Athletics Association ("RCAAA") with charitable status and can issue tax receipts to donors. Learn more at kidsport.ca 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 72 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 or follow us @SportBC.

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