



Olympic marathoner, Malindi Elmore named KidSport Community Champion

Elmore to be honoured at Sport BC's 57th Annual Athlete of the Year Awards on March 6, 2025

VANCOUVER, BC – February 4, 2025 — Sport BC and KidSport BC are pleased to announce Malindi Elmore as this year's recipient of the KidSport Community Champion Award, which will be presented at Sport BC's 57th Annual Athlete of the Year Awards on Thursday, March 6 at the Fairmont Hotel Vancouver.

The KidSport Community Champion award is presented to an individual or organization that has made a significant and meaningful contribution to KidSport over the past year. Past recipients include TSN reporter Farhan Lalji (2022), Olympians Jon Montgomery (2019) and Evan Dunfee (2018), and most recently, the Vancouver Whitecaps FC (2023).

Elmore, who was honoured at last year's Awards as the Master Athlete of the Year and competed at the 2024 Paris Olympic Games in the women's marathon last summer, used her platform in the weeks leading up to her departure for the Olympics to help raise more than \$26,000 for KidSport.

"I am so honoured and humbled by this recognition and have been inspired by the advocacy of Evan Dunfee for many years championing this worthy cause," Malindi shared in response to being selected as this year's KidSport Community Champion honouree. "I believe that every child has the right to participate in sport and that the benefits of sport last a lifetime. Sport is so important to developing healthy lifestyles and habits, leadership, self-esteem, positive mental health and friendships. At the core, sport is about play and having fun - something all kids need! KidSport provides opportunities for thousands of kids in BC to access sports and I am looking forward to continuing to help advocate and fundraise to meet current and future needs."

The three-time Olympian and mom of two, teamed up with the local KidSport chapter where she lives in Kelowna to host a special advanced screening of CBC's *"Running a Revolution"*, which documents women's struggle for equality in the marathon event, and Malindi's inspiring journey to Paris 2024. Proceeds from ticket sales for the event were donated to KidSport. Funds were also raised through an online silent auction, sales of exclusive 'Run Malindi Run' t-shirts, and online donations.

In true Olympic fashion, Malindi exceeded her original \$24,000 fundraising goal, raising \$26,700 for KidSport, which will fund a season of sport for approximately 90 kids.



“2024 was another record year for the KidSport program in BC,” says Angela Crowther, KidSport BC’s Director. “We distributed more than \$3.6 million to fund sport for 10,695 kids last year, which is nearly double what our totals were just two years ago. Having ambassadors like Malindi on our side to help rally their community to raise funds for KidSport is such a gift. ”

“The Athlete of the Year Awards is a true celebration of sport in our province,” says Sport BC’s President and CEO, Rob Newman. “We are grateful to Malindi for using her platform to raise much-needed funds for our KidSport program and look forward celebrating her contributions and the other finalists and award recipients at our Athlete of the Year Awards on March 6.”

Tickets for Sport BC’s 57th Annual Athlete of the Year Awards are available through Sport BC’s website: <https://sportbcregistration.com/registration>.

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About KidSport

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 Athletic Association (“RCAA”) with charitable status and can issue tax receipts to donors. Learn more at 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. Through our KidSport BC, BC Amateur Sport Fund, and BC Women & Sport programs, along with our services Sport BC Insurance, and Payroll and Group Benefits; Sport BC supports our seventy plus member organizations. Keep up to date @SportBC.

Media Contact - Athlete of the Year Awards

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Fairmont Hotel Vancouver
#SportBC57thAOY

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