

Sport BC Congratulates BC Ultimate on being named the 4th Annual Delivering on Diversity Award Recipient



The Delivering on Diversity Award was established by the Minister of Tourism, Arts, Culture and Sport to amplify the Province of BC's commitment to diversity and inclusion. The inaugural recipient in 2020 was BC Golf, followed by PacificSport Fraser Valley, and last year the recipient was Volleyball BC. Sport BC is pleased to announce the 4th Annual Delivering on Diversity Award winner, BC Ultimate. Congratulations to Sport BC member BC Ultimate, led by General Manager Brian Gisel.

The Province of British Columbia is proud to support the Delivering on Diversity Awards as an important initiative that recognizes special commitments toward diversity, equity and inclusion in sport programs and services. We believe in the power of sport, and we believe everyone should have the opportunity to enjoy the many benefits of sport. We also believe it is important to recognize those who have made great strides to remove barriers to participation in sport for the most under-represented groups.

"Diversity, inclusion and equity are core values of B.C.'s sport community, ensuring everyone can benefit from the power of sport in their life," said Spencer Chandra Herbert, Minister of Tourism, Arts, Culture and Sport. "Through the Delivering on Diversity Award, the Province is proud to recognize the outstanding work of the BC Ultimate Society whose



dedication to Indigenous communities is advancing these values and making a positive difference in many lives.”

BC Ultimate was selected for this award because of their innovative work and clear commitment to having a large impact around diversity. The Province of BC thanks BC Ultimate, Brian Gisel, and the entire team for their efforts and the dedication that drives their commitment diversity and inclusion.

A key highlight of their diversity work is the change BC Ultimate has created through action with the Spirit of the Game. The Spirit of the Game is central to the culture of the sport of ultimate and helps create a community that values cooperation over competition, mutual respect over conflict, and self-regulation over a reliance on external officiation. Also, Ultimate Spirit is the Indigenous focused branch of BC Ultimate which facilitates opportunities and retention for under-served and under-resourced Indigenous youth to participate in the sport of Ultimate. Since 2021, Ultimate Spirit has facilitated 145 engagements to 3081 Indigenous youth participants with a belief in the benefits of play being integral to the process of building connections.

Thank you to the Province of BC and Minister Spencer Chandra Herbert for initiating this important diversity recognition opportunity and congratulations to BC Ultimate, Brian, Jimmy, the participants and the entire team committed to the effort and dedication promoting diversity and inclusion.

All British Columbians deserve to be treated as equals, and our communities are stronger when everyone is accepted and encouraged to reach their full potential. Sport BC and the amateur sport sector thank BC Ultimate for making the province a better place to play and recognizes the organization for their efforts and dedication to promoting diversity and inclusion.



Thank you to our generous sponsors, your support made the 57th Annual Athlete of the Year Awards possible.



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 along with our services Sport BC Insurance, and Payroll and Group Benefits; Sport BC supports our sixty plus member organizations. Keep up to date @SportBC

Athlete of the Year Awards

Thursday, March 6, 2025

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