

Tourism, Culture and Recreation
February 14, 2008

ALIAN T AND KIDSPORT RENEW PARTNERSHIP
Program will continue assisting youth participation in sport

Aliant, in association with Sport Newfoundland and Labrador, today announced the renewal of their partnership which is designed to assist children overcome financial barriers which prevent or limit their participation in organized sport. Consisting of a sponsorship from Aliant in the amount of \$20,000, *KidSport™ Newfoundland and Labrador* will continue to provide sport registration and personal sport equipment grants to financially disadvantaged youth across the province.

“Aliant is committed to supporting healthy communities in Newfoundland and Labrador,” said Debbie Harding, Director Market Integration, Aliant. Our involvement with KidSport is an important element of this commitment. By helping reduce financial barriers to participation, KidSport enhances the social and physical development of young people and provides a more positive experience for all those participating in organized sport in the province.”

Tom Godden, President of Sport Newfoundland and Labrador says “We have seen significant increase in the use of the KidSport™ program in Newfoundland and Labrador over the last couple of years which is in large part due to the commitment of our majors partners.” We are truly honored to have such a great partner in Aliant. It’s important to align ourselves with likeminded organizations and it’s evident through Aliant’s Community Investment Program that they are committed to the overall well being of communities across Newfoundland and Labrador.”

KidSport Canada is a national not for profit organization that exists to remove the financial barriers that prevent some children from playing sport. Operating in 11 provinces and territories and in more than 120 communities across Canada, KidSport provides sport registration fee grants to financially disadvantaged children. Since 1993, KidSport has raised in excess of \$10 million and has helped more than 100,000 Canadian kids play a season of sport. Visit www.kidsport.ca for more information.

Sport Newfoundland and Labrador represents 43 provincial sport organizations in Newfoundland and Labrador. Through partnerships similar to this one, Sport Newfoundland and Labrador is able to provide programs, such as KidSport, that increase sport participation across the Province. Visit www.sportnl.ca for information on programs offered by Sport Newfoundland and Labrador.

The official Spokesperson for KidSport™ Newfoundland and Labrador is Rex Goudie and Olympic Gold Medalist Brad Gushue is KidSport™ Newfoundland and Labrador’s Athlete Ambassador. In conjunction with KidSport™ Newfoundland and Labrador, Goudie and Gushue will assist in the promotion of the program province wide.

Photo attached: Troy Croft, Executive Director Sport Newfoundland and Labrador; Debbie Harding, Director Market Integration, Aliant; Jill Andrews, KidSport™ Coordinator.

For further information, contact:

Troy Croft
Executive Director, Sport Newfoundland and Labrador
troy@sportnl.ca
(709)576-4932

Mark Duggan
Aliant Communications and Public Affairs
mark.duggan@aliant.ca
(709)738-5683
