**FOR IMMEDIATE RELEASE**

**Media Advisory**

****

**KidSport Burnaby Announces GoodLife Kids Foundation (GLKF) Support for children and youth in organized sport**

*GLKF Grant of $3000 will help over 30 children and youth in the Burnaby area*

**Burnaby, British Columbia, December 15, 2010** – Please attend the official announcement of the GoodLife Kids Foundation Grant presentation to support KidSport Burnaby.

Through KidSport Burnaby, money is raised to help children and youth in Burnaby who would otherwise not be able to participate in sports due to financial reasons. This $3000 grant from the GoodLife Kids Foundation will help KidSport Burnaby make it possible for over 30 children and youth to participate in organized sports.

“At GoodLife Kids we not only want to create opportunities for kids to be active, but also to develop a lifelong love of activity,” said Silken Laumann, GoodLife Kids Champion.

“Organized sports are an incredible way for children and youth to learn team-building skills, build great friendships while also being physically active.”

In May and June every year, GoodLife Fitness holds a fundraiser in their fitness clubs across Canada called the ‘Be a Superhero Campaign’ which raises funds for the GoodLife Kids Foundation Granting Program.

This grant is being provided in the Burnaby community thanks to the amazing fundraising efforts of both the members and staff at Burnaby Northgate GoodLife Fitness Club.

**MEDIA ADVISORY**

What:              The official announcement by KidSport Burnaby of the   
GoodLife Kids Foundation Grant

When:              Wednesday, December 15, 2010 at 10 a.m.

Where:             Burnaby Northgate GoodLife Fitness Club

3433 North Road, Unit 200, Burnaby, BC  
           604-444-3343

Who:               Lawrence Ryan and Cathy Lavery, Burnaby KidSport Co-Chairs

                        Tom Halford, Burnaby KidSport, Committee Member

                        Mike Rathwell, General Manager, Burnaby Northgate, GoodLife Fitness

            -30-

For more information, please contact:

Cathy Lavery, Media Co-ordinator, KidSport Burnaby

604 294-7027 Fax: 604 294-7201 or [cathy.lavery@burnaby.ca](mailto:cathy.lavery@burnaby.ca)

Krista Maling

Senior Public Relations Manager, GoodLife Fitness

519-661-0190, ext. 302 or [kmaling@goodlifefitness.com](mailto:kmaling@goodlifefitness.com)

**GoodLife Kids Foundation**   
The GoodLife Kids Foundation is a private Canadian Foundation that envisions a Canada where all kids have the opportunity to benefit from an active life.  GLKF is a grant giving organization that supports programs that encourage and inspire kids to get active and healthy in local communities across Canada. Additionally, GLKF is actively involved in health promotion by inspiring parents, mentors, teachers, coaches and volunteers to play an active role in our children’s health and well-being.

For more information, please visit [www.goodlifekids.com](http://www.goodlifekids.com)

**KidSport Burnaby**

The goal of KidSport Burnaby is to make it possible for more children and youth to participate in organized sports. Through KidSport Burnaby, money is raised to help children and youth in Burnaby who would otherwise not be able to participate in sports due to financial reasons.

* KidSport receives no government funding. Every dollar raised comes from fundraising activities and donations.
* Each child that applies for KidSport funding is eligible for up to $100 to cover registration fees for one season of sport per calendar year. The sport must be affiliated with Sport B.C.
* Children eligible to apply must be 5-18 years old, and reside in Burnaby.
* Each applicant is reviewed by an adjudicator, usually a social worker, school counselor, school principal or public health nurse who verifies the financial need for the family.

KidSport Burnaby averages allocations of $18,000-$21,000 per year.

Burnaby has the second highest population of low income families compared to the other lower mainland municipalities. The 2006 Canada Census statistics identify Burnaby’s low income population at 25.5% of its total population.