



Press Release - June 7, 2016

What: Moresports is Canada's most successful inclusive sports program and this Saturday marks their annual city-wide Soccer Jam event

Where: Trillium Park, 600 National Ave. Vancouver, BC

When: Saturday June 11th, 9am-4pm

Recent Related Media:

May 10, 2016 - CBCSports writes article about why kids are dropping out of sports

<http://www.cbc.ca/sports/sports-participation-canada-kids-1.3573955>

(OTTAWA, ON) April 27, 2016 – 100 days out from the Rio 2016 Olympic Games, Community Foundations of Canada and the True Sport Foundation have released an in-depth report that explores the role of sport in building belonging in our communities.

<http://communityfoundations.ca/sportandbelonging/>

-We believe that every kid has a right to play and sports is the most accessible activity to bring kids and community together. Sports provide an enormous benefit for children, be it physically, socially or mentally. Through sports and play, kids gain confidence, learn social and leadership skills and, most importantly, have fun!

-MoreSports focuses on building a sense of community and belonging through sport.

-It was created 18 years by parents in East Vancouver who were frustrated with the barriers that prevented their kids from participating in sports. These barriers are not just high cost but also things like access to facilities, lack of transportation, lack of childcare and parental time to volunteer. The typical sports system also doesn't consider language, culture and gender barriers which are all big factors that contribute to the decline of kids participating in sports.

**Include always
In neighbourhoods
With partners**

920 East Hastings St.
Vancouver, B.C. V6A 3T1

moresports.org



-MoreSports is a **pay-what-you-can model and works in a collaborative partnership model with the community, School Board and Parks Board**. This city-wide framework has a neighbourhood lens on finding the gaps between kids and sports and that's where they focus.

-MoreSports **responds to the needs and diversity of the community** - because it's developed by the community!

-And **it works with the resources within a community**. It uses existing schools and rec centres as infrastructure but more importantly MoreSports **focuses on training youth from the community to be coaches and leaders**. Not only do the children better respond to youth as their coach, but it further connects the community. The youth want to show up because there are kids that look up to them and respect them. This goes a long way for building their confidence and pride, and keeping them focussed on positive and healthy activities. Many MoreSports coaches stay on for years. They become empowered leaders and community role models who often inspire those they coach to follow in their footsteps.

-**The power of youth leadership is what makes MoreSports so sustainable**. One MoreSports volunteer coordinator can train ten youth coaches, who can go on to coach hundreds of kids each, all across Vancouver! This is how MoreSports is able to reach so many kids that wouldn't otherwise get a chance to participate.

-MoreSports is organized in hubs all **across the lower mainland**. Each hub roughly coincides with 3-4 neighbourhoods and about 20-25,000 people.

-Currently, there are 10 hubs, covering 24 neighbourhoods with thousands of participants!

Contact: Scott Deyell - Moresports Coordinator - 604-700-7472

<http://www.moresports.org/>

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