



Inspiring Kids to Get Active

**Media Advisory
For Immediate Release**

**GoodLife Kids Foundation gives a grant to the
Boys and Girls Club Services of Greater Victoria**

October 5, 2011, Victoria, BC: The GoodLife Kids Foundation has selected the Boys and Girls Club Services of Greater Victoria to receive a grant to help give kids the opportunity to benefit from an active life.

Through last year's GoodLife Fitness Victoria Marathon, the GoodLife Kids Foundation raised over \$20,000 and is pleased to give a portion of these funds to the Boys and Girls Club Services of Greater Victoria. The grant is in support of the *Rite of Me and the Central Saanich Adventure programs*— two incredible initiatives that strive to help get children active and living a healthy life.

“The Boys and Girls Club in Victoria works with kids who most need access to sports and physical activity programs. The afterschool hours provide a huge opportunity for kids to meet their physical activity needs and build their self-esteem. We are proud to work with an organization in this city that does both,” said Silken Laumann, GoodLife Kids Champion.

“Canada's youth are on course to be amongst the least healthy in Canada's history – 34% of them get fewer than two hours of exercise per week. And yet the benefits of recreation, play and physical activity are indisputable. Physical activity improves self-esteem, academic performance, and overall well-being. It also helps to protect children from engaging in negative behaviours like smoking and substance abuse. That is why physical activity is a cornerstone of programming at Boys and Girls Clubs and we are delighted to have the support of the GoodLife Kids Foundation in promoting healthy active lifestyles in our youth,” said Kate Mansell, Director of Development at Boys & Girls Club Services of Greater Victoria.

“We appreciate the decision of the GoodLife Kids Foundation to support local charities and their programs,” said Cathy Noel, General Manager of the GoodLife Fitness Victoria Marathon. The Victoria Marathon Society reinforces the commitment of having all the Charities involved with the marathon to work together by sharing tools, ideas and resources wherever possible. Thank you to the GoodLife Kids Foundation.”

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Information about the GLKF Grants for the BGCS of Greater Victoria:

GoodLife Kids Foundation is supporting two programs of Boys & Girls Club Services of Greater Victoria with a total grant of approximately \$10,000. Each program is focused on increasing physical activity levels among children and youth, and showcase a unique way to get children physically active and develop lifelong healthy habits.

Rite of Me encourages girls ages 10 to 14 to step outside their everyday urban comfort zone into the wilderness, and challenge their perceptions of themselves and their peers. Canoeing, climbing, hiking, cooking and leadership training help the girls grow in areas to self-confidence, self-awareness, and willingness to try new activities. The goal is to nurture confidence as a positive asset during adolescence and increase the ability to make healthy life-style choices.

Central Saanich Adventure Program is a new program for youth ages 10 to 14 who are unable to access quality, affordable after school programs in the Central Saanich rural community. The centre recognizes the need for children to discover a love of physical activity in the outdoors and our inter-connectedness with nature. Through a variety of activities such as climbing towers, canoeing and challenge courses, twenty kids will learn to identify their strengths, increase physical activity, discover new skills and develop confidence to guide them when faced with difficult situations.

GoodLife Kids Foundation is supporting these programs to ensure these children have the opportunity to benefit from an active, healthy life.

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. In 2010, the GLKF gave over 25 grants to essential programs to help children live an active lifestyle across Canada.

For more information, please visit www.goodlifekids.com

***Together, we can create a healthy future for Canadian Kids.
Visit goodlifekids.com***

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