



NEWS RELEASE

For Immediate Release
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BC School Sports

BC School Sports Announces new partnerships for the 2013-2014 school year

SUBWAY® restaurants of BC, Fortius, BC Dairy, Team Sales, Big Kahuna and Kukri partner with BCSS; over one million dollars in support of student-athletes.

BURNABY – BC School Sports announced today multiple partnerships that will provide over \$1 million in support of high school sports and student-athletes.

SUBWAY® restaurants of BC have extended its partnership of B.C. high school sports, committing support directly to schools and student-athletes. The **SUBWAY® restaurants** initiative Peel-A-Deal provides a fundraising opportunity for schools. The Peel-A-Deal cards are valued at over \$70. Schools will keep 80% of the \$10 retail value to support their teams and student-athletes and BCSS will receive the other 20% to support province wide initiatives for high school sports. "If every participating student-athlete sold one card that would be one million dollars directly supporting school sports." said Christine Bradstock Executive Director of BC School Sports. "We will be doing our first orders in November and we already have a list of schools signed up ready to sell."

BC Dairy Association is committed to a three-year partnership with BC School Sports to show its support of healthy living at school. Sports and healthy nutrition go hand-in-hand and actively participating with BC School Sports provides a great connection to support students across all levels of physical activity.

BC School Sports is proud to usher in a new era as a Resident Sport Partner at Fortius Sport & Health. BC School Sports is pleased to join an inaugural roster of nine other provincial sport and multisport organizations headquartered in the unique athlete development and health care space that is now at the heart of the well-situated Central Valley Sports Complex in the City of Burnaby. BC School Sports is also happy to have Fortius Sport & Health on board as a Platinum Partner as they support our coaches, athletic directors and sport leaders with education and development workshops."

Team Sales, Big Kahuna and Kukri are partnering with BC School Sports as Bronze and Supporting partners. Their financial and promotional support helps facilitate province-wide initiatives and ensure our community is dressed for success.

Quotes:

Christine Bradstock, executive director, BC School Sports

"High school sport is one of the most inclusive athletic opportunities for youth in British Columbia, it is often the first exposure for students to athletics and approximately 100,000 B.C. high school student-athletes of all skill levels will benefit from these partnerships."

"If every participating student-athlete sold one card that would be \$1 million directly supporting school sports. We will be doing our first orders in November and we already have a list of schools signed up ready to sell."

Deb Whitten, board president, BC School Sports

"The new partnerships provide valuable support for our student-athletes to participate in school sports. These partnerships provide opportunities for teamwork and leadership and help keep our youth engaged, active and healthy."

About BC School Sports:

BC School Sports is a non-profit organization that provides governance for interschool competition in the Province of BC. BCSS is proud to support over 100,000 student-athletes, 53 Provincial Championships, 162 Zone Playoffs and over 20,000 coaches in BC.

For more information about BC School Sports, please visit www.bcschoolsports.ca

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