

MEDIA RELEASE

Kamloops invests in health of its citizens

Kamloops, BC – The PLAYKamloops steering committee is taking bold steps towards leading physical literacy initiatives all across its city by committing to the Physical Literacy for Communities initiative. Similar to other communities that are on the leading edge of physical literacy, Kamloops has been investing in education, training, and programming support since 2011 to build a foundation upon which its active and healthy citizens can thrive.

PLAYKamloops has been steadily progressing toward this ambitious venture over the past six years by continually building on its efforts to bring physical literacy and quality sport practices to the Kamloops area. In 2011, Kamloops Sport Council, PacificSport Interior BC, the City of Kamloops, Tk'emlúps te Secwepemc, and Tourism Kamloops offered the first provincial Canadian Sport for Life Summit. As well, Kamloops hosted the first Health and Physical Literacy Summit in Western Canada in 2015, featuring keynote speaker Dr. Dean Kriellaars. During this time the City of Kamloops, PacificSport Interior BC, and School District #73 have trained hundreds of staff across the health, education, and sport and recreation sectors.

Now, taking on this three-phased approach presented by Physical Literacy for Communities, the work done to date will be bolstered with mentorship, core funding, and measurable outcomes. With the solid formation of a PLAYKamloops steering committee to lead this work, we can expect great learnings and actions to emerge for years to come.

The following organizations have come together in partnership and funding support for the development of the PLAYKamloops initiative: City of Kamloops, PacificSport Interior BC, Interior Health, , School District #73, BC Games Society, Make Children First, YM/YWCA, Kamloops Boys and Girls Club, and Thompson, Nicola, Cariboo United Way.

PLAYKamloops would also like to acknowledge the Rotary Club of Kamloops Daybreak for their financial contribution to this project.

For more information on how to incorporate the Physical Literacy for Communities approach, email Drew Mitchell, Sport for Life Director of Physical Literacy – drew@sportforlife.ca.

Physical Literacy for Life

Physical Literacy for Life (PL4L) is a registered charitable organization focused on developing physical literacy throughout the lifespan in multiple settings and sectors. Affiliated with the Sport for Life Society, Physical Literacy for Life is proactively advancing physical literacy knowledge and implementation in the health, recreation and education sectors.

For more information, contact:

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