



MEDIA RELEASE

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For Immediate Release – Monday November 16, 2015

Lethbridge, Alberta: The Lethbridge Sport Council in partnership with the Lethbridge Public Library and PLAYLethbridge, are excited to announce being awarded a \$25,000 RBC Learn to Play Leadership Grant.

This RBC grant will allow us to host events to increase awareness, opportunity, training and education for the long-term physical literacy development of Lethbridge families. To increase ongoing activity and maintain the positive outcomes of these events, the library will be creating and loaning physical literacy kits as well as providing programming and education outreach to the public.

Lisa Weekes, Lethbridge Public Library said "We are proud to support health and wellness in the community through our collaboration with Sport Council. Though our 2 branches and Bookmobile, we have the capacity to reach many Lethbridge families."

Susan Eymann, Lethbridge Sport Council said, "The RBC Learn to Play Grant has provided a wonderful opportunity to reach deeper into the community to encourage sport for life."

"We are proud to support the work of Lethbridge Sport Council, the Lethbridge Public Library and PLAYLethbridge," said Mark Brown, Regional Vice-President, Alberta South, RBC. "Sport and physical activity can transform lives and have a powerful, positive impact on our communities. The Physical Literacy Kits will have a direct impact on the lives of local families by encouraging them to participate in sport and physical activity, learn basic skills and help build their confidence."

Leading up to RBC Sports Day in Canada on Saturday November 21st, our partner organizations will be hosting a week filled with fun activities promoting sport and physical literacy in our community. Festivities include National Jersey Day, Winning Edge Seminar, Physical Literacy Workshop, and interactive Lethbridge Public Library Bookmobile stops. RBC Sports Day in Canada activities will take place at Civic Park on 6th Avenue. Join us at select Bookmobile locations with local physical literacy champions demonstrating and playing with our loanable sports kits."

Don't forget about Jersey Day on Friday, November 20 – a national day to show your love and support for sport by wearing a jersey, team or club uniform to school, work or play. We encourage all residents to participate and show their team spirit!

The Lethbridge and Area Cricket Association have also been selected as recipients of the RBC Learn to Play Community Action Grant. The Cricket association will be kicking off their grant by hosting "Little Cricket Stars", a free, event for kids to learn the sport of Cricket, under the instruction of professional coaches.

For further information please contact:

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