



**OFFICE OF
LETHBRIDGE SPORT COUNCIL**

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MEDIA RELEASE

Lethbridge, Alberta: The 2nd Annual Sports Day in Canada is quickly approaching and the Lethbridge Sport Council is helping lead the charge in telling the community all about it and what Lethbridge has to offer.

Sports Day in Canada, on Saturday, September 17, 2011, is a national celebration of sport, from grassroots to high-performance levels, in communities across the country. During Community Engagement Week, September 10-17, thousands of organizations across Canada will throw open their doors to celebrate sport at the local level and help build momentum for Sports Day.

Sports Day in Canada is presented by CBC Sports, ParticipACTION and True Sport and its creation was guided by a committee of national sporting organizations and their networks of coaches, athletes and enthusiasts across the country. It's an opportunity for all Canadians to celebrate the power of sport to build community, fortify our national spirit and facilitate healthy, active living. By promoting involvement in Sports Day in Canada to your member organizations you will be encouraging the coming together of over 1.5 million Canadians to celebrate the positive power of sport. From coast to coast, in small towns and big cities, sport will be unifying the nation in the week leading up to and including September 17.

"Local sport groups do a wonderful job at providing programming for all residents in Lethbridge. Sports Day in Canada is an excellent opportunity to showcase this programming and promote what sport has to offer Lethbridge," said Susan Eymann, Executive Director, Lethbridge Sport Council. "I want to encourage families to come out to participate in one or more of the events being held during the week leading up to Sport Day in Canada."

The Lethbridge Sport Council has a display set up in the foyer at City Hall from September 6-16 where sport groups will be advertising their Sports Day in Canada events. The Lethbridge Sport Council website <www.lethbridgesportcouncil.ca> lists all of the registered local activities happening on Sports Day in Canada and the week leading up to it. To get in the game you can also visit <<http://cbcspports.ca/sportsday>>.

A Sports Day in Canada mobile application is available at <http://sportsday.cbc.ca/home/> to allow participants to check into events on the fly and upload event pictures, videos and stories to share with the rest of Canada.

Jersey Day, Friday, September 16, is a national day to show your love and support for sport by wearing a jersey, team or club uniform to school, work or play. From the National Capital to news desks, office buildings and classrooms across the nation, envision a sea of Canadians wearing their hearts on their sleeves on national Jersey Day.

About Sports Day in Canada

Sports Day in Canada on Saturday, September 17, 2011 is a national celebration of sport, from grassroots to high-performance levels, in communities across the country. Sports Day in Canada is presented by CBC Sports, ParticipACTION and True Sport and is guided by a committee of national sporting organizations and their networks of coaches, athletes and enthusiasts across the country. It's an opportunity for all Canadians to celebrate the power of sport to build community, fortify our national spirit and facilitate healthy, active living. Sports Day in Canada is made possible by the financial support of the government of Canada through the department of Canadian Heritage (Sport Canada).

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