



FOR IMMEDIATE RELEASE

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WinSport's new summer camps encourage kids to "get outside and press play"

WinSport is pleased to announce the launch of its revamped 2019 summer camps, which directly address the need for kids to get off their devices and play outside.

This bold campaign draws attention to the growing epidemic of a lack of play amongst children. We know parents recognize their own downfalls – bubble wrapping kids to prevent injuries, passing them a smart phone to keep them quiet or giving them a tablet when they need babysitting.

According to Health Canada's Common Vision, only 9.5 per cent of our kids are meeting the Canadian 24-hour Movement Guidelines.

"What we don't realize as parents is that these actions are in fact damaging our kids," says Jennifer Konopaki, Director of Sport Leadership. "Our summer camp programming is informed by research. We know that risky play actually makes kids safer and that playing with peers is essential in childhood brain development."

WinSport believes good things happen when kids play. As a non-profit organization founded upon an Olympic legacy, WinSport continues its dedication towards athletic development. However, athletes only emerge when they begin with play.

"We want kids to fall in love with the benefits play brings," says Bernie Asbell, Vice-President of Sport. "When kids play, they are moving their bodies, challenging their minds, improving coordination and agility and they're interacting with their peers – that's why we want Calgary's kids to explore our newly expanded summer camps because they check all these boxes."

WinSport's summer camps cater to a diversity of kids' interests and abilities. All camps include building strength and conditioning, stance and balance as well as the soft skills of building confidence, leadership, compassion, imagination and creativity.

"Parents can feel good about sending their kids to us," says Konopaki. "Our instructors are all highly experienced in their fields complete with all the necessary emergency skills. Your kids will challenge themselves in ways you never thought possible, but it will always be done in a safe environment."

Summer camps include Sport & Athlete Development Camps, Nature Camps, Adventure Camps and Mountain Bike Camps, which are all online, available for booking.

For a full description and list of summer camps visit www.winsport.ca/summercamps

About WinSport

The Calgary Olympic Development Association, which operates as WinSport, is a not-for-profit community-based organization that owns and operates Canada Olympic Park. Our vision is to be a world-leading centre for athletic development. We inspire human potential through the spirit of sport by introducing people to winter and mountain sports, helping them develop their skills and thereby igniting a passion for sport and lifelong learning. WinSport does not receive any direct government funding for our operations and we support our purpose by building on the legacy of the 1988 Winter Olympic Games and by delivering exceptional value and experiences to our guests. For more information on WinSport please visit www.winsport.ca.

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