



Character Community Foundation of York Region

Media Release

Wednesday, March 19, 2008

For Immediate Release

Character Community Foundation of York Region launches Character in Sport Student Contest

Kick-off event emphasises need for respect and fair play in all athletic endeavours

NEWMARKET – The Character Community Foundation of York Region will launch a Character in Sport Student Contest during a student rally in support of good character in sport on Wednesday, March 26th. The event will begin at 10 a.m. at Moraine Hills Public School in the Town of Richmond Hill.

Paul Jones, play-by-play announcer for the Toronto Raptors on Toronto sports radio Fan 590 AM, will emcee the event and interview local York Region athletes before the elementary school audience on the importance of playing with character on the basketball court, on the ice and in the playground.

The event will also feature cheerleading and sport demonstrations by Moraine Hills Public School students and area schools.

“Exhibiting good character traits everyday – at work, home, school and play – is vital to building and sustaining liveable communities,” says York Region Chairman and CEO Bill Fisch. “The Character in Sport Student Contest is an excellent outreach activity aimed at promoting good character attributes throughout York Region.”

“Character attributes such as respect, integrity, inclusivity and fairness are important not just for those engaged in sport, but also for parents, coaches and spectators,” added Town of Richmond Hill Mayor David Barrow, a member of the Character Community Foundation Community Council. “Having fun and building good character, especially at an early age, are important aspects of sport.”

The Character in Sport Student Contest is open to all York Region students (York Region District School Board, York Catholic District School Board and private schools), Jr. Kindergarten through Grade 8. Students may submit any of the following media:

- Comic Strip
- Poster
- Video
- Collage
- Scrapbook
- Banner
- Billboard
- T-Shirt
- Pamphlet
- Announcement

Schools have also been provided lesson plans on character development in sport they can integrate into their curriculum.

For more information on Character Community Foundation of York Region, please visit www.charactercommunity.com

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Media Contact: Ken Turriff, Corporate Communications, York Region
Phone: (905) 830-4444 / toll-free 1-877-464-9675, Ext. 1226
Cell: (905) 251-6415 / Email: ken.turriff@york.ca