

FOR RELEASE #07-100
May 24, 2007

MINISTER HART ANNOUNCES ‘YUKON SPORT FOR LIFE’ FUNDING

WHITEHORSE – Community Services Minister Glenn Hart today announced new funding for a sport program called *Yukon Sport for Life*. Designed to promote increased physical activity and provide focused assistance for athletes aspiring to new heights of competition, *Yukon Sport for Life* expands on the many benefits captured through the *Best Ever Program*, which concluded last year.

“*Yukon Sport for Life* is based on the premise that physical activity is a life-long endeavour that contributes to our overall quality of life,” Hart said. “From childhood to our senior years, regular exercise contributes positively to one’s physical ability and well-being, and good health allows us to enjoy more of all life has to offer.”

Yukon Sport for Life will enhance athlete and coaching development in the Yukon from grassroots to elite levels, with an emphasis on including more rural, aboriginal and female participation in physical activity and competitive sports.

The overarching goal is to promote a better quality of life for all Yukoners through increased participation in sport and physical activity. One of the key objectives will be to encourage increased physical activity for youth and promote healthy lifestyle choices.

“*Yukon Sport for Life* has an annual funding commitment of \$798,800, representing an increase of over \$400,000 by the Yukon government,” noted Hart. “In partnership with Sport Canada we are focused on improving the health of all Yukoners, and we want to help the young athletes who want to go for the gold in their chosen sport activity.”

The *Yukon Sport for Life* program will be implemented this summer in order to enhance the numerous sport and physical activity programs currently supported through the Yukon Recreation Advisory Committee.

-30-

Contact:

Roxanne Vallevand
Cabinet Communications
(867) 633-7949
roxanne.vallevand@gov.yk.ca

Doug Caldwell
Communications, Community Services
(867) 667-8065
doug.caldwell@gov.yk.ca