PRO motion PLUS
Girls & Women in Physical Activity & Sport
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Sport "*She*roes" Celebrated at Gallery Opening

by Wendy Long

Women who have served as leaders, mentors, role models and "*she*roes" were recognized Thursday, Oct. 19th, 2006 at the BC Sports Hall of Fame and Museum with the opening of a new exhibit — *In Her Footsteps . . . Celebrating BC Women In Sport*.

The late Ivy Granstrom, 2010 Legacies Now president Marion Lay, and the 2000/2004 Prime Ultimate teams were celebrated as initial honourees for the ongoing exhibit, which recognizes the achievements and contributions of women to sport in British Columbia.

For two-time Olympian and swimming bronze medallist Lay, the gallery marks a step in the right direction by recognizing the sporting path many women once forged quietly and resolutely in days where little support, recognition or opportunities were afforded to women involved in sport. She paid tribute to the many women who have made a difference for sport in B.C. and inspired her to pursue her own athletic aspirations.

"These heroes, these *she*roes, were idols in my life and they truly say what this exhibit is all about," said Lay. "*In Her Footsteps* — they were the women we saw at world championships, Olympics, and we wanted to follow."

Granstrom, who passed away in 2004 at age 92, was for many years one of Canada's top masters runners. The visually impaired athlete often competed against sighted rivals and held many national and international masters' records. She was also a popular participant in Vancouver's annual New Year's Day Polar Bear Swim, braving the frigid waters of English Bay for 76 consecutive years.

Left to right: Bruce Dewar, Marion Lay, Hon. Ida Chong, Lorraine Greaves, Irene Schell, Dann Konkin.

Lay, who has also worked tirelessly to address women in sport issues throughout Canada and internationally, also called on young women in sport to continue the effort and good work of their predecessors.

"We've come a long way and it's these footsteps that will take us into the future," she said.

Prime Ultimate, based in Vancouver, won the world championship in 2000 and repeated again in 2004. The popular team disc sport of ultimate is unusual in that players referee themselves, bringing competition to a new level of sportsmanship, teamwork and trust.

"This is truly an historic event for the sport of ultimate to be recognized," remarked Prime player Lara Mussell."I know I'm not alone in saying participation in sport, particularly participation in ultimate Frisbee, has made me a better person. The sport is, in large part, responsible for who we are today — strong, determined and confident women. What we're celebrating tonight is so important for inspiring and motivating future generations."

In Her Footsteps . . . Celebrating BC Women In Sport is a joint initiative of the B.C. Sports Hall of Fame and Museum, 2010 Legacies Now, ProMOTION Plus and the B.C. Centre of Excellence for Women's Health.

The exhibit marks the expansion and renaming of what was initially the Leaders and Legends display, which was unveiled in October 2002 to salute 31 prominent BC women in sport as part of Women's History Month celebrations. Lay, Granstrom and Prime Ultimate now serve as inaugural honourees in the new *Footsteps* gallery, with up to three new

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This Issue

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Our Vision

All girls and women in the province of British Columbia will participate in and have access to a complete range of opportunities, choices and resources for positive experiences in physical activity and competitive and recreational sport and have equity as participants and leaders.

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Message from the Chair

As the end of the year approaches it is a time when many of us pause and reflect, look back not only on the past year but also consider where we are, what we are doing, and whether or not we are achieving our goals. It is no different for an organization such as ProMOTION Plus and upon reflection, there is much to celebrate!

In partnership with 2010 Legacies Now, the BC Sports Hall of Fame and Museum, the BC Centre of Excellence for Women's Health, and with additional support from the Honourable Ida Chong, Minister of Community Services, we undertook one of the largest projects in ProMOTION Plus history — see *In Her Footsteps . . . Celebrating BC Women in Sport*, front page. Under the direction of our Executive Director, Beverley Siver, we expanded and redesigned the *Leaders and Legends* exhibit that began in 2002 and implemented an annual recognition of women who make a difference to, and for, women in sport in BC.

We filmed approximately 19 hours of footage in the process of interviewing 25 of the 34 women honoured in the exhibit. Each woman's story was edited to a 4-6 minute video which, when totaled, equaled the on-screen footage of a major motion picture! Whew!

What a lot of work — what a tremendous accomplishment!

And, all of this while continuing with our other programs, services, and events including the Bobbie Steen Awards, the International Women's Day Women in Sport Conference last March, Coaching Female Athletes panels, the Women and Leadership training session in Victoria, and supporting 16 organizations to provide Girls Only programs throughout the province.

All in all it's been a busy year — and much has been accomplished . . . and all I can say is *we have only just begun*!

Thank you to our members and volunteers and to our partners and supporters. Your commitment to enhance and create opportunities for girls and women in sport and recreation is commendable and your support of ProMOTION Plus is greatly appreciated.

Wishing each of you much happiness for the holiday season and great joy and success in 2007!

We look forward to seeing you at our upcoming events.

Irene Schell
ProMOTION Plus Chair

SPORT "SHEROES" *(con't from page 1)*

additions chosen each year via selection committee. Nominations for next year will be accepted until April 15, 2007.

Hall chair Dann Konkin also confirmed *In Her Footsteps* will serve as a key lesson in the January 2007 Hero In You program, the Hall's successful on-line lesson and information resource project currently utilized by some 900 teachers and 25,000 students in the province and throughout Canada.

Lorraine Greaves, Executive Director of the B.C. Centre of Excellence for Women's Health, noted that athletic aspirations and excellence are outcomes of participation in, and dedication to, sport. But just as important is an individual's commitment to personal health, which must include opportunities for basic recreation and exercise.

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In Her Footsteps . . . Inspiration in The Making

by Beverley Siver, Executive Director

While creating the interactive portion of the *In Her Footsteps . . . Celebrating BC Women in Sport* exhibit, we interviewed 25 of the 34 women honoured in the exhibit. We shot 19 hours of footage, which took close to five months to complete. In the end we had 120 minutes of on-screen interviews and an experience that changed the lives of those of us who had the privilege of working on the project.

Imagine having the opportunity to talk to some of the most successful and influential women in BC. This summer I had the opportunity to interview 25 such women, the prospect of which was both thrilling and somewhat intimidating.

By the end of May the 25 honourees had agreed to be interviewed to support ProMOTION Plus and the BC Sports Hall of Fame and Museum in the goal of capturing their stories on film in order to inspire generations to come.

On June 26, 2006 I arrived to our first day of shooting to find the schedule had been changed and my first interview would be with Silken Laumann. No problem. I had done my homework, studied her bio and had my list of questions. Me nervous? Nah.

However, the thought of interviewing a woman who had been interviewed by some of the top journalists in the world was intimidating. As I sat there going over the questions, I thought, how am I going to be able to ask her anything that she hasn't been asked before? Could I at least frame questions in a way she hadn't been asked before? And I needed to be able to ask questions that had a universal appeal which could strike a cord in those who would see the interview. Me nervous? Uh, yeah.

As I sat rapidly deflating my self-confidence, Samantha our production assistant announced, "Silken Laumann's here!" So gathering myself together, I went to meet Silken. The first thing I noticed about her is that she is tall and has a striking physical presence. She speaks with a quietly confident and gracious demeanor.

In Her Footsteps...
CELEBRATING BC WOMEN IN SPORT

We went onto the set and chatted while the crew set up and by the time they were ready to start shooting, Silken had (unbeknownst to her) successfully calmed me down. Silken is truly a champion. She not only set the tone for her interview and the first day of shooting but the rest of the project.

During the interview, we talked about what inspired Silken to become an elite athlete, her Olympic experiences and how each one was different, what she went through after her accident, how believing in yourself is a powerful tool and how important it is to give back to one's community.

Silken Laumann was the first of many phenomenal women I would have conversations with over the course of the project.

I had the unbelievable opportunity to talk to some of the most inspiring, passionate, dedicated and motivated women in Canada, not to mention their international accomplishments. And if you are wondering if that could be a life changing experience, I am here to tell you it is. It is a gift that I will cherish for rest of my life.

It is with the greatest enthusiasm that I encourage you to visit the *In Her Footsteps . . . Celebrating BC Women in Sport* exhibit at the BC Sports Hall of Fame and Museum next time you are in Vancouver.

SPORT "SHEROES" *(con't from page 2)*

Hon. Ida Chong with Prime Ultimate team members, Hillary Dunn and Lara Mussell.

"What we still have in this country is a situation where the majority of women are actually inactive," she said. "That's sobering. We've concentrated our efforts in examining those things that act as barriers to women's health. Chief among them is the barrier to physical activity. We would love to reduce those barriers but in some cases it takes a lot more than exhorting women to do more — sometimes it takes a big social or cultural shift, sometimes an economic shift."

For more information on In Her Footsteps . . . Celebrating BC Women in Sport, contact:
Allison.mailer@bcsportshalloffame.com

A Girls Only Success Story

In 2005/06 Strathcona Community Centre participated in the Girls Only Incentive program, delivering basketball, soccer and volleyball camps to girls living in Vancouver's Downtown Eastside. Congratulations to Ron Suzuki, Recreation Programmer and the Centre on a very successful program!

"Last Winter, with ProMOTION Plus funds, close to 100 girls, grades 1-5 were introduced to soccer, basketball and volleyball. I am a firm believer of starting girls in sports as early as possible before gender roles and stereotypes become another barrier to their participation. The majority of these girls are now actively involved in school and community centre teams. As I write this letter I am proud to say the grades 5/6 and grades 6/7 girls are both in the City School Soccer Championships held at Point Grey Senior Secondary, Oct. 26 and 27th."
— *Ron Suzuki*

Grades 4/5 (left) and grades 6/7 girls' basketball camp, summer 2006.

Girls Only Incentive Program Recipients for 2006/07:

- Girls On the Go (Salmon Arm)
- Girls Only Sports Program (Prince George)
- Girls Get Movin' (Okanagan Boys and Girls Club, Kelowna)
- Go Girlz (City of Courtenay)
- Just for Girls (Sunshine Coast)
- Girls Badminton Club (Killarney Community Schools Team, Vancouver)
- Hey Girlfriend! (Richmond City Centre Community Association)

Thank you to everyone who applied. The Girls Only Incentive Program is a partnership between ProMOTION Plus and BCRPA and is supported by 2010 Legacies Now and the Canadian Government. The program's goal is to increase the number of previously inactive girls and women participating in sport in BC.

For more information on the Girls Only Program contact us at: www.info@promotionplus.org

Yukon Woman wins medal at World Championships

Jeane Lassen, 26, raised in Whitehorse, Yukon and trained in Montreal, QC lifted a personal best at the World Weightlifting Championships in Santo Domingo, DR on October 4, 2006. Lassen, 69 kg class, won the silver medal in the clean & jerk with a lift of 136 kg and took the bronze over all. These medals top off an impressive year for the strong athlete who also won a gold medal and set a new Commonwealth Games record in Melbourne in March. These two medals will now help position Lassen for a medal at the Beijing Olympic Games.

It has been 17 years since a Canadian female athlete has medalled in the total at World Championships.

For more information, please contact:

Ms Moira J. Lassen
Secretary General, Canadian Weightlifting Federation
867.393.8335 (direct)
mlassen@sportyukon.com

Women and Leadership Program Breaks Down Barriers for Women Sports Leaders

by Jan Mansfield

Two new modules in the Women and Leadership program were introduced at a "train the trainers" weekend in September in Victoria, which was attended by 25 women from various sport organizations and physical activity and health organizations from the western provinces.

Designed by the Canadian Association for the Advancement of Women and Sport and Physical Activity (CAAWS), the program is a professional development workshop series that is offered to women working or volunteering in the sport or active living communities, recreation field or school system. The training weekend was hosted by ProMOTION Plus in conjunction with 2010 Legacies Now.

Trainer Nora Sheffe played dual roles in delivering the two new modules — *Effective Networking* and *Creating Work Life Balance* — which will be rolled out over the next year. Switching back and forth between presenting the workshops and training the facilitators how to deliver them, she utilized practical exercises and round table discussions to help the women tailor their presentations to the needs of their audience.

Some of the women in attendance, including Joanne Stygall Lotz and Cindy Crapper have already been delivering the first workshops in the series — *Effective Communication*, *Conflict Resolution* and *Influencing Change*. In BC, 35 workshops have been delivered in 12 communities across the province this past year.

The Women and Leadership half-day workshops were designed for women by women and are part of the goal of CAAWS and ProMOTION Plus to encourage girls and women to get out of the bleachers, off the sidelines and onto the fields and rinks, into the pools, locker rooms and board rooms of Canada. They develop leadership skills and help women in sport to build a network of female physical activity and sport leaders.

Left to right: Beverley Siver, Hon. Ida Chong, Karin Lofstrom, Irene Schell and Ann Horan at the Women and Leadership Luncheon (photo courtesy of Jan Mansfield)

Facilitator Nora Sheffe and training participants. (Photo courtesy of Jan Mansfield)

"If women and girls don't see themselves reflected in positions of leadership in sport, they won't think they are available to them," says Beverley Siver, Executive Director of ProMOTION Plus.

At the Women and Leadership luncheon on Friday, Hon. Ida Chong, BC's Minister of Community Services and Minister Responsible for Seniors' and Women's Issues lauded the proactive initiatives being put in place for women leaders in sport. She noted that it is especially important to encourage female coaches to access professional development opportunities because they are most visible in a sports leadership role.

Not only did the training weekend prepare the 25 women to reach out into their communities to enhance the leadership capabilities of women in sport, but it provided them the opportunity to network with like-minded women who are passionate about enabling other women to reach their potential within the sport and physical activity sector.

The five Women and Leadership sessions are offered as separate and distinct modules and are often included as a component of a larger conference. A leadership workshop specifically designed for youth and young adults is currently being finalized.

For more information about the Women and Leadership Program in British Columbia visit www.promotionplus.org, or nationally, www.caaws.ca.

Purse Equity in Professional Sports

Excerpt reprinted with permission from the Women's Sport Foundation

According to the 2000 U.S. Census, American women are paid 73 cents for every dollar men earn. In sports, the disparity is even greater. Some sporting events where both men and women compete, such as the X Games and Wimbledon, continue to pay female athletes less than their male counterparts.

It is the position of the Women's Sports Foundation that professional male and female athletes should receive equal purses when they are participating in the same competition (i.e., Wimbledon, X Games, a professional rodeo championship) that includes both male and female athletes participating in the same or comparable events. When men's and women's leagues are separate events in the commercial marketplace and operate solely on the dollars they earn, salaries of players may rightfully differ among leagues, whether male or female athletes are involved. But when men and women compete in the same sport venue for which a single ticket is offered and television advertising and rights fees are generated, any reason used to justify higher pay or purses for one sex over the other should be questioned.

How would the public react if there were higher purses for white athletes than athletes of color? Sex discrimination is no different than race discrimination.

MISCONCEPTION #1: Men should get larger purses than women because the women's events or competitions are not as exciting and/or the skills displayed by female athletes are not as high as the men (men jump higher, perform more risky tricks, hit a tennis ball harder).

Women athletes should be evaluated in their own right, not in comparison to men. Just as a heavyweight boxer and a lightweight boxer are not compared to each other when deciding prize money and the value of a boxer's skills and ability are not based on weight class and size, we cannot do this to classes of male and female athletes who are not competing against each other.

We also know that because of physiological differences between the sexes, men's events and women's events in the same sports may be different. Women generally have lower centers of gravity and superior balance but less upper body strength . . .

Different does not mean better; it just means different.

MISCONCEPTION #2: Because female athletes do not bring in as much money in terms of sponsorship or television viewers as men, they shouldn't receive the same prize money.

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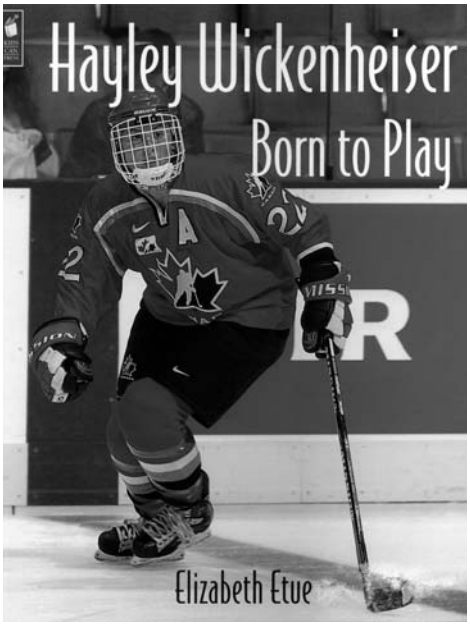
Book Review: Hayley Wickenheiser: Born to Play

Reviewed by Samantha Langdorf



In Hayley Wickenheiser: *Born to Play* published by Kids Can Press, we are granted an inspirational glimpse into the life of one of the world's greatest hockey players. The book, though geared towards a younger audience, is interesting to readers of all ages. Full of photos and quotes, the book is a scrapbook of memories from Hayley's exciting career in hockey, beginning on a homemade rink in the backyard of her Shaunavon, Saskatchewan home. The book expertly chronicles the trials and successes of a career marked by obstacles, all the while painting a portrait of a talented woman fiercely dedicated to achieving her goals. Hayley's story is particularly inspirational to women and girls because her rise to hockey fame was marked by countless critics who said girls didn't play hockey. Hayley defied them all and eventually accomplished what most thought was impossible. She became the first woman to play in a men's professional league. In January of 2003 Hayley joined HC Salamat, a Finnish team, but unlike her teammates, she received no salary. Despite the double standard, Hayley's actions made history and served to further defy all of the critics who had belittled her dreams. All in all, the book is an inspirational read, particularly to all those who have ever been told that their dreams are unattainable.

Coaches Mentor/ Apprentice Program

(For Female Apprentices)

ProMOTION Plus, Coaches Association of BC and the BC Games Society have joined forces to address the inequity in the number of male and female coaches in the sport system. Our new Coach Mentor/Apprentice program will pair up experienced coaches with women who are interested in pursuing a career in coaching or in developing their training to a higher level. The goal is to increase the number of qualified female coaches starting at the club and provincial level and moving toward the national and international level in the future.

The Program will identify 20 mentors and pair them with 20 female apprentices across the province. They will be selected from sports which will be in competition at the BC Winter Games in Kimberly/ Cranbrook & BC Summer Games in Kelowna in 2008 (go to www.bcgames.org for a list of selected sports).

Applications and detailed information for the first group of apprentices for the BC Winter Games will be available on the ProMOTION Plus, CABC and BC Games Society websites as of January, 2007.

For more information, visit: www.promotionplus.org or email: info@promotionplus.org.

PURSE EQUITY *(con't from page 6)*

Television ratings and promotion go hand in hand. We know that television ratings are a function of (1) how much the event is advertised and promoted, (2) whether the event is scheduled to be aired in prime time and (3) whether the event is aired in the same time slot and day (predictability, such as Monday Night Football). Thus, if a television network runs 100 ads promoting a televised game on Thursday night in prime time, it will yield a higher rating than a non-promoted event in that same time slot or a different time slot. Just as a non-promoted men's baseball game should not be compared with a promoted men's baseball game, men's and women's events shouldn't be compared if they are not promoted equally. In most cases, women's sports are not promoted and are not given prime time or predictable time slots.

MISCONCEPTION #3: Male athletes' competitions are longer than the women's competitions; their matches are longer, include more games and, therefore, the men should receive more money. The length of the competition does not matter; it is the top celebrity athlete at the competition, male or female, who fascinates and draws the viewers and ticket buyers.

An athlete doesn't get paid less for defeating an opponent in straight sets in 50 minutes.

The impact of unequal purses goes beyond the issue of money. Sport is too potent a force in society and our media culture to ignore. The implications of unequal pay extend beyond the playing field. When our sons and daughters watch a national network telecast and see the most celebrated female athletes valued less than their male counterparts, they are learning to believe that it is okay that females are less respected and less rewarded in our society. We are promulgating values for generations to come; we must be sure that the accepted values are acceptable ones.

The complete article is available at: www.promotionplus.org/ Content/Educate/Resource%20Library.asp

Female Participation at the 2006 BC Summer Games in Kamloops

		Female	
	Total	Total	% of Group
Athletes	2239	988	44.13
Coaches	234	74	31.62
Managers	244	125	51.23
Chaperones	0	0	0.00
Officials	285	120	42.11
Total	3002	1307	43.54

Courtesy of the BC Games Society

While 51% of the Assistant Coaches/Managers at the 2006 BC Summer Games and 58% at the 2006 BC Winter Games were female, when you look at the Head Coach positions (requiring NCCP Level 2 Certification) only 31.6% at the 2006 BC Summer Games and 38.8% at the 2006 BC Winter Games were female.

"The number of females attending the BC Games as head coaches is one of the reasons the BC Games Society has partnered with the Coaches Association of BC, and ProMOTION Plus on the Female Coach Mentor/Apprentice Program. We see this as an opportunity to support more women to higher levels of coaching."

Kelly Mann, President and CEO, BC Games Society.

Join ProMOTION Plus!

Our membership year runs from April 1st to March 31st.

Your annual membership of:

- $35 for Adults
- $20 for students/seniors/ underemployed
- $75 for Organizations

enables ProMOTION Plus to continue working in the creation, implementation and promotion of viable opportunities for girls and women in sport and physical activity.

FOR MORE INFORMATION VISIT OUR WEBSITE AT:
www.promotionplus.com

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1 877 557 7666 (in BC)

Focus on Women in BC

Featuring Patti Murray, Director of Community Services for Fort St. John.

Patti's key responsibilities include managing the operation of recreation facilities, civic buildings, corporate and community events, corporate customer service training, community group liaison and related capital project management. Fort St. John is a growing community and currently serves larger catchments of approximately 60,000 people in Northern BC.

She is actively involved in delivering programs like ActNow BC, the Active Communities Initiative and work with the Fort St. John Healthy Living Alliance. As well, she is the current President of the British Columbia Recreation and Parks Association (BRCPA) Board, a former Board member of the 2010 Legacies Now Society, chair for the North Peace KidSport program, and Board member of the Fort St. John Sports Council. When asked why her work was

so rewarding, Patti responded "at the community-level you are involved because you know you can make a difference in the lives of people through direct provision of recreational opportunities. That is what drives me to be able to make changes and create opportunities for people at all levels in my community."

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Vancouver Women's Hockey Team takes Silver at the Gay Games

Vancouver team, the Northern Lights was the only Canadian women's hockey team competing at the 7th Gay Games held this past summer in Chicago.

Playing through one of the hottest summers in Chicago history, the team won 5 out of 6 of their games and brought home the silver medal. Congratulations Northern Lights!

Over 12,000 participants from more than 50 countries and 60,000 spectators attended the Games which were held from July 15th-22nd, 2006.

Officially called the Gay Games VII Sports and Cultural Festival, "the Games build upon the principles of Participation, Inclusion and Personal Best™. For more than 20 years the Gay Games have empowered tens of thousands of LGBT athletes through fellowship and friendly competition".
Source: http://www.gaygames.com

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