



Women Leaders Honoured for their Contributions to Sport, Health and Physical Activity

by Wendy Long

Olympic sprinter, athletics organizer/administrator and cookbook author Diane Clement, national women's basketball coach Allison McNeill and BC Wheelchair Sports executive director Kathy Newman were recognized Thursday night as the 2010 honourees for **In Her Footsteps . . . Celebrating BC Women in Sport.**

The program, a shared project of ProMOTION Plus, the BC Sports Hall of Fame, 2010 Legacies Now and the BC Centre of Excellence for Women's Health, annually recognizes up to three women who have made significant contributions to girls and women in sport, fitness and healthy lifestyle initiatives in British Columbia. Their stories are featured in the In Her Footsteps exhibit at the BC Sports Hall of Fame.

Diane Clement competed on Canada's 1956 Olympic team, earned a bronze medal at the 1958 Commonwealth Games and went on to serve as president of Athletics Canada. Diane and husband Dr. Doug Clement also co-founded the Richmond Kajaks Track and Field Club and the annual Vancouver Sun Run. Clement received a Queen's Jubilee medal for her contribution to fitness and sport and in May 2010 Diane and Doug Clement received the International Lions Medal of Merit for their lifetime contribution to sport and healthy lifestyle.

Clement, who set Canadian records over 100 and 220 yards in 1954, lauded the



2010 Honourees Diane Clement, Allison McNeill and Kathy Newman with Sue Griffin and Minister Stephanie Cadieux.

increase in competitive opportunities available to women track and field athletes since her days of sprinting on the national team.

"We only had the choice of competing over 100 or 220 yards, essentially half a track," she mused. "They said if we ran more than half a lap we might not be able to bear children! The first women's Olympic marathon was run in 1984, I was the team manager and Joan Benoit won that first Olympic marathon. Years later we laughed about it, she had three children, I had two, so all the running didn't hurt either of us! Now women are involved in sports we once never envisioned having the opportunity, from ice hockey to ski jumping to boxing to wrestling."

Clement also stressed that, while not everyone can become an elite athlete,

it is important to commit to fitness and healthy lifestyle activities.

"It is so important to have women involved, and learning early, to be fit and to live a healthy lifestyle," she said. "By participating in sport you learn so much, not only about competing, but about life. If you fall, you get up."

Allison McNeill has devoted her life to basketball, from inspiring and mentoring young children on the court to developing and nurturing promising talent to coaching top players in British Columbia and Canada. From 1988 to 2001 she coached the Simon Fraser University women's basketball team, leading the team to compete in 11 NAIA championships. From 1998-2000 she served as head coach of the national junior team and has coached the Canadian women's team since 2002. She is committed to developing youth coaches and in helping athletes succeed as students and community members.

"Albert Einstein once said that setting an example is not the main means of influencing others, it's the only means," said McNeill of her holistic approach to developing athletes. "I hope I've been an example to young women and continue to be a positive example in sport."

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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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Celebrating 20 Years of Growth

It has truly been an honour serving ProMOTION Plus as Chair over the last six months. Celebrating 20 years of growth during the 2010 Olympic and Paralympic Winter Games, honouring 3 phenomenal women at the most successful In Her Footsteps event yet and continuing to attract new organizations to assist in providing positive experiences for girls and women in sport in BC . . . phew! We have been successful this year because of the enthusiastic commitment of organizations such as BC Games, BC Golf, Gymnastics BC, BC Parks and Recreation Association and 2010 Legacies Now, the unwavering dedication of our Executive, specifically Debbie Pyne and Denise Coutts while we were without an

Executive Director and to AJ Murray who has worked diligently to ensure we are delivering on our commitments — thank you!

Please join me in welcoming Christine Bradstock, our new Executive Director. Under her leadership I know we will see the organization thrive.

Sue Griffin
Chair, ProMOTION Plus



Notes from the Office

It is with great pleasure and humility that I take on the position of Executive Director for ProMOTION Plus. Working as Director of Operations over the last four months has provided me the opportunity to see the vast array of programs and initiatives that we deliver and to gain a sense of the excellent work that has been accomplished out of this office.

As we move into this new phase of operations we will continue to positively impact not only girls and women in BC but everyone through an understanding of the importance of participation and equity in sport for all.

I look forward to growing and enhancing what we do well and connecting with as many of you as possible.

Christine Bradstock
Executive Director, ProMOTION Plus

*“The only limits are, as always,
those of vision.”*

JAMES BROUGHTON

Focus on Women in BC

■ The 30th Annual Horse Council

BC Awards Banquet on November 20th in Abbotsford, BC saw an impressive number of women honoured for their outstanding achievements and positive impact on BC's equine community: Lifetime Achievement Award — **Dorothy Kirby** of Nanaimo, Athlete of the Year — **Gail Jewell** of Kelowna, Bob James Award — **Sharon Pickthorne** of Courtenay, Coach of the Year — **Lynne Larsen** of Merritt, Horse Person of the Year — **Terre O'Brennan** of Delta, Youth Sportsmanship — **Alysha Sauve** of Port Coquitlam. Congratulations to all!

■ BC Deaf Women's Curling Team

will be heading to Trois-Rivieres, Quebec to compete for the elusive gold medal at the Canadian Deaf Curling Championships from April 17 to 23, 2011. The team is skipped by **Cecilia Tung** with **Julia Szefer**, **Shirley Julien**, **Susan Fairweather** and the fifth, **Ritva McClelland**. In preparation, they play together at Marpole Curling Club in the Business Ladies' League. It is a learning experience for the team, formed in August 2010. Ms. Tung said, "My main goal is to make sure that we feel good playing together. If we feel good, we will play well."

■ As a lead-up to the World Championships in Osaka, Japan, the **Senior Canadian Women's Volleyball Team** visited Machu Picchu (pictured) during their South American tour. Six women on the team hail from British Columbia: **Carla Bradstock**, **Marissa Field**, **Jennifer Hinze**, **Lauren O'Reilly**, **Brittney Page** and **Kyla Richey**.

■ Vancouver coach **Nanci Martin** was named the **Special Olympics** North America Coach of the Year in September. A dedicated, patient and inspiring coach and mentor, Nanci is the first Canadian

to capture the SONA award since its launch in 2005. Nanci has been a Special Olympics volunteer for more than 19 years, and currently serves as a snowshoeing and track and field coach. **Jaci Gaetz** was the deserving recipient of Special Olympics Canada's Female Coach of the Year award and Special Olympics BC's Howard Carter Award. The head coach of SOBC — Port



Senior Canadian Women's Volleyball team at Machu Picchu



Chelsea Nerpio

Alberni's bowling program, Jaci has been involved with Special Olympics for more than 24 years.

■ **Gymnastics BC's** 2010 Trampoline Gymnastics Female Athlete of the Year, **Chelsea Nerpio** trains at Shasta Trampoline in New Westminster. During the 2009/10 season Chelsea competed in

5 international events highlighted by the 2009 World Championships where she helped Canada to a silver medal in the team competition. Individually, she finished 10th in preliminaries, just missing the finals. While training to compete internationally, Chelsea maintains excellent grades and is an active member of her community.

■ BC Snowboard's Provincial

Teams have a history of keeping it in the family. During the 2010-11 season the Pitman brothers, Tommy and Mitch of Warfield, are joined by a strong female sibling contention. Training and competing with the Provincial Snowboard Cross team are sisters **Jade and Tess Critchlow**, from Kelowna BC. Both are intent on making a mark on the International Snowboard-Cross circuit with Jade recently having a stellar performance at the FIS Junior World Championships. The Provincial Freestyle Team includes

sisters **Ruby and Chloe Woodruff** of North Vancouver. Ruby Woodruff, on training and competing with her sister, "I love it! We push each and get along really well. We give each other a lot of confidence but most importantly though, we have fun together". Currently there are eleven athletes (7 female) on the BC Provincial SBX Team and ten athletes (3 female) on the BC Provincial Freestyle Team.

■ The **Canadian Women's National Basketball Team** competed in their 2nd straight World Championships in the Czech Republic Sept. 23–October 3, 2010. Canada was one of only 16 teams in the world to qualify and had to play Australia, China and Belarus, teams which had finished 2nd, 4th and 6th at the 2008 Olympics games. The Canadians were seeded 15th going in, but pulled out

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Women in the 2010 Olympic and Paralympic Games

US-based Women's Sports Foundation recently released a report on participation rates of female and male athletes at the Olympic Winter Games and Paralympic Winter Games with a focus on the 2010 Games. The report also focuses on women's opportunities for leadership roles in the organizational structures of the International Olympic Committee, National Olympic Committees, the International Paralympic Committee and International Sports Federations

MAJOR INTERNATIONAL FINDINGS:

- 2010 Olympic Winter Games: There were 1,043 women (40.4%) and 1,536 men (59.6%) in 2010, compared with 1,006 women (38.2%) and 1,627 men (61.8%) in 2006, and 886 women (36.9%) and 1,513 men (63.1%) in 2002.
- 2010 Olympic Winter Games: Of 82 total countries, 19 delegations did not send any female athletes, and two delegations did not send any male participants in 2010. In 2006, 80 nations competed, with 20 delegations sending no female athletes and four delegations sending no male participants. In 2002, 77 nations competed, with 22 delegations sending no females and one delegation sending no males.
- 2010 Paralympic Winter Games: There were 121 women (24.1%) and 381 men (75.9%) in 2010, compared with 99 women (20.9%) and 375 men (79.1%) in 2006, and 88 women (21.2%) and 328 men (78.8%) in 2002.
- 2010 Paralympic Winter Games: Of 44 total countries, 10 delegations did

not send any female athletes, and four delegations did not send any male athletes. In 2006, 39 nations competed, with 12 delegations sending no female athletes and five delegations sending no male participants. In 2002, 36 nations competed, with 10 delegations sending no females and two delegations sending no males.

Source: Smith, M. and Wrynn, A. (2010). Women in the 2010 Olympic and Paralympic Games: An Analysis of Participation, Leadership and Media Opportunities. East Meadow, NY: Women's Sports Foundation

The complete document can be downloaded at: www.womenssportsfoundation.org

WOMEN LEADERS HONOURED (con't from page 1)

Kathy Newman joined the BC Wheelchair Sports Association in 1981, serving as office manager before advancing to executive director in 1986. With considerable energy and enthusiasm she has helped create opportunities, in sport and in life, for people with disabilities. She co-chaired the 2009 Americas Cup International wheelchair basketball tournament and Canada's successful bid to host the 2010 World Wheelchair Rugby Championships, and has worked with government and business to increase funding and awareness. Through her work also emerged Bridging the Gap, a program encouraging individuals with disabilities to participate in wheelchair sports and recreation.



20th Anniversary committee members

“Looking back over the past 30 years, what stands out for me is having had the opportunity to work with some outstanding people,” she said. “And it has been great to watch, over the years, the increasing numbers of men and women who have enjoyed wheelchair sport for fitness and fun, and others who have taken up the

challenge to become high performance athletes and I've had the privilege to watch them achieve their potential and great success.”

In addition to recognizing the 2010 honourees, the evening also served to celebrate the 20th anniversary of ProMOTION Plus, launched in November 1990 to encourage sport and physical activity opportunities for girls and women in BC.

“Thanks to the incredible individuals who founded this organization,” said Sue Griffin, Chair of ProMOTION Plus. “They have broken barriers and barricades and believed fundamentally in gender equity in sport and recreation and physical activity.”

Improving Marginalized Women's Opportunities for Physical Activity

by Isabelle Mate

Canada is comprised of many people who face significant barriers to participating in physical activity. According to Gauvin (2003), physical activity rates are lower among women, the elderly, aboriginal groups and those who are members of ethnic groups. A National Population Health Survey for Canada also found that 62% of people with a household income of \$20 000 or less were considered inactive. Low-income families, particularly those with a single mother, tended to experience a number of barriers that ultimately hindered their participation in physical activity (Gauvin, 2003).

Systemic barriers are created by organizations and societies that exclude members of a population. Basic systemic barriers within Canada include socio-economic, communication, organizational, and cultural barriers. Lack of communication can be a barrier, as information regarding physical activity opportunities or information about resources does not always reach low-income women.

There are also organizational barriers related to government run recreation. For example, recreation departments tend to only assist individuals who request help and require people to prove they need financial assistance. Both of these policies can be humiliating and embarrassing experiences for low-income individuals and may deter them from bothering to ask for help at all.

In addition, socio-economic barriers tend to prevent low-income women from engaging in physical activity. Women with children have found lack of childcare to be a barrier to exercising, especially for those who are single mothers. Often childcare is not available or is too expensive. Women also face personal barriers in their everyday lives due to their responsibilities. The number one reported barrier for low-income women participating in physical activity is fatigue due to working multiple jobs or having additional family obligations.

WHAT IS BEING DONE:

The BC Centre of Excellence for Women's Health and ProMOTION Plus have received funding through the Vancouver Foundation to develop a community-based research (CBR) and knowledge exchange project that explores social determinants of physical activity and inactivity with a range of marginalized groups of women, service providers, and researchers across the province with a view to improving marginalized women's opportunities for physical activity and health promotion.

Gauvin L. (2003) "Social Disparities and Involvement in physical Activity: Shaping the Policy Agenda in Healthy Living to Successfully Influence Population Health." Université de Montreal.

Physical Activity Strategy. (n.d). *Why don't people participate?* Retrieved August 4, 2010 from http://www.physicalactivitystrategy.ca/pdfs/Why_Dont_People_Participate.pdf

Womyns Gym. (2005). Retrieved August. 4 2010 from http://womynsgym.com/Womyns_Gym/Home.html

FOCUS ON WOMEN (con't from page 3)

a monumental upset win over China in pool play, 65-61. With this win Canada advanced to round twelve and although they did not win another game, they competed extremely well against the top teams in the World, placing 12th overall. The team was lead by National Team veterans, and BC athletes, Teresa Gabriele and Kim Smith, both from Mission, BC. Next up in 2011 — Olympic Qualifying!



Coach Allison McNeill with National Women's Basketball team

■ **Female wrestling** in Canada has continuously proven to dominate on the National and International stages

with BC producing Provincial, National, World and Olympic champions. One of the top University female wrestling

programs in North America is Simon Fraser University. This past summer SFU had 4 women (**Danielle Lappage, Victoria Anthony, Helen Maroulis and Sidney Morrison**) compete at the Junior World Championships with three of the athletes winning gold! Wrestling is a challenging yet very rewarding sport, especially for women as it is a tremendous confidence and self-esteem builder. It is a sport that can be done by anyone no matter their shape, size or gender.

Girls Only Success Story



Red Fox youth skating at Robson Square

Red Fox Active Girls gives older youth the opportunity to be positive role models for healthy active living for younger girls in the urban Aboriginal community in Vancouver's downtown Eastside. Every week, youth mentors lead sport outings

for pre-teen girls to show them how to be active in their community in the winter, to give them opportunities to learn new skills, build their self-esteem, and to build trust and friendship among the girls. Many of the activities are free through the Leisure Access pass program which allows free or low cost access to Vancouver Parks Board facilities. So far, the participants have gone ice-skating at Robson Square, learned indoor wall climbing, swam at the new Hillcrest swimming pool, and gone bowling. Both the younger and older girls look forward to their active adventures every week.



Red Fox Active Girls is a 2010 recipient of the Girls Only Incentive program.

Girls Only Incentive Grant Recipients for 2010/11

Funding of up to \$2,500 was awarded to the following communities to increase the number of non-active girls and women participating in sport in BC:

- Gladwin Language Centre (Girls Only Sports Experience)
- Visions 180 Community Programs – Grandview Elementary School (The Artemis Girls Club)
- Strathcona Community Centre Association (Primary Girls Basketball Outreach and Development Camps)
- Cowichan Tribes (Kw'am Kw'um Tthun Shqwaluwum)
- The Gitksan Wet'suwet'en Education Society (Gitksan Girls Golf Club)
- City of Penticton Recreation Department (Girls Expanding Boundaries)
- Red Fox Recreation: Vancouver Native Health Society (Red Fox Active Girls)
- Nighthoops Basketball Society (Girls Basketball Program)
- Vancouver Girls Basketball Association (HoopSkool Girls Basketball Program)
- Spirits of Burns Lake (Spirits of the Ice)
- Canim Lake Band (Down Hill Dames)
- Omega Gymnastics Academy (Lunch Bunch Program)
- Castlegar Girls Softball (Winter Wonderball)

GO is a partnership between ProMOTION Plus, the BC Recreation and Parks Association, 2010 Legacies Now, the Province of BC and the Government of Canada. For more information on the Girls Only Incentive program please visit our website.

Teddy Bears Honoured

The Teddy Bears Senior Women's Basketball Team were inducted into the Central Okanagan Sports Hall of Fame on Thursday November 25th, 2010 in Kelowna.



Teddy Bears Senior Women's Basketball Team

ProMOTION Plus Chair, Sue Griffin attended the event held at a Kelowna Rockets hockey game hosted by Bruce Hamilton of the Kelowna Rockets. The Hall of Fame inductees including the Teddy Bears were publicly recognized at centre ice in front of 6,000 people and then again at a special induction breakfast. Congratulations to all!

At a time when female sports didn't receive a lot of recognition, along came the **Teddy Bears Basketball Team**. This

Kelowna squad was formed in 1956 and during their 8 year existence, won six BC titles, two Canadian championships and captured plenty of atten-

tion along the way. The team, which was formed by the late Bob Hall, garnered lots of headlines across the country as they ran the floor against each opponent. The roster changed slightly every season, but the result was always the same, victory. From 1957-1961, the Teddy Bears had 101 wins and 1 loss in league play. Their success laid the foundation for future generations of female basketball players to embrace the sport and play it with that same passion.

Did you know that ProMOTION Plus has a new grant for women 55+ called Forever Active Bodies (FAB)? 2011 Recipients will be announced on our website in January.

ProMOTION Plus and BC Rugby Union Honour Laura Foreman

On October 25th, 2010 ProMOTION Plus and British Columbia Rugby Union honoured Laura Foreman with a ProMOTION Plus Leadership award at the annual BC Rugby Hall of Fame Awards dinner at the Firefighters' Club in Burnaby.

About Laura Foreman: With a grandfather who was President of the New Zealand All Blacks, rugby was part of her life from an early age. A graduate of Brookwood Secondary School in Langley, Laura played both high school and club rugby, for her home club Bayside where she has established herself as a team leader and an important role model, especially given Bayside women's move from 1st Division to the Premiership.



P+ Chair, Sue Griffin, Laura Foreman and Executive Director, Christine Bradstock

After her high school career, the representative honours came fast and furious for the dedicated. As a student at St Francis Xavier University, Laura was a standout from her Lock position. While achieving "All Canadian" honours, Laura

captained St FX to a CIS National Rugby Championship. Previously, Laura has played for Canada at the Under 23 level and was selected for the National Senior Women's team on their Can-Am Tour.

But it is for her province that Laura has been arguably the most consistent and dedicated player for British Columbia over the last decade. Since winning gold in Montreal with the Under 19 Provincial side in 2002, Laura has been a mainstay of the British Columbia Senior Women's program. She has played at 7 Senior Women's National Championship Tournaments, winning 3 golds, 3 silvers and 1 bronze. In addition to her personal achievements, Laura has always given back to her community as a coach, official and club mentor.



PROMOTION PLUS
GIRLS AND WOMEN IN
SPORT AND PHYSICAL ACTIVITY

*Show your support for
ProMOTION Plus!*

Become a member or renew your membership by March 31st, 2011 and win a free ticket to our annual In Her Footsteps event!

On an annual basis we impact 10s of 1000s of girls and women through our programs and services. This is made possible through partnerships, funding from the Ministry of Community, Sport and Cultural Development, through 2010 Legacies Now, from membership fees and contributions from individuals. Every \$35 membership helps us support programs for women and girls in BC.

Memberships can be purchased online at: www.promotionplus.org



Call for Nominations to the ProMOTION Plus Board of Directors

Do you have a passion for sport and increasing opportunities for women and girls?

ProMOTION Plus is now accepting nominations to the Board of Directors for election at the 2011 AGM on June 17th. All Director positions are elected for 2 year terms.

Nomination deadline: April 26th, 2011

Visit: www.promotionplus.org for more details



In Her Footsteps...
CELEBRATING BC WOMEN IN SPORT

**Call for Nominations
In Her Footsteps . . . Celebrating
BC Women in Sport**

We are seeking nominations for outstanding women in sport to honour in the In Her Footsteps exhibit at the BC Sports Hall of Fame in 2011.

Do You Know a Woman We Should Know? A woman who has made a significant impact in sport in British Columbia throughout her career? A woman who has worked to create access and opportunities for participation in sport and recreation? A woman who inspires through her own athletic achievement, passion and dedication?

**Nomination Deadline:
March 30th, 2011**

VISIT www.promotionplus.org
FOR NOMINATION FORMS AND CRITERIA

2011 Bobbie Steen Awards

NOMINATION DEADLINE:
January 24th, 2011

Call for Nominations

The 2011 Bobbie Steen Awards will be presented on February 24th in conjunction with the Sport BC Presidents' Awards at the River Rock Casino in Richmond.

THERE ARE 3 BOBBIE STEEN AWARDS:

The Bobbie Steen Legacy Foundation (\$1000) is given to an *emerging leader* whose dedication to the women and girls of BC parallels those of Bobbie Steen and the Foundation. The award and funds will be given to support the education of an emerging leader or to support specific programming which champions gender equity in sport.

The Bobbie Steen Award of Excellence for Development

 (\$1000)

is given to an individual or organization to develop a new or enhance an existing program or to support professional development which champions women or gender equity in the area of sport and physical activity.

The Bobbie Steen Award of Excellence for Career Achievement

recognizes the achievements of an outstanding role model (individual or organization) who has, over the course of their career championed women or gender equity in the area of sport and physical activity.

To download the nomination forms, please visit our website

ProMOTION Plus Victoria is all aTwitter about our Social Networking Social:

Logoff Facebook & have a Face-to-Face look at what's happening in sport, recreation and physical activity in Victoria.

JOIN US ON MARCH 3RD AT THE OSWEGO HOTEL

5-7 p.m. — 500 Oswego St., Victoria, BC

“The Girl Affect” featuring guest speaker Jennifer Meikle.

Jennifer was the recipient of the 2010 Play it Forward grant which facilitated a physical activity program for teen moms. Jennifer will share the experiences of her participants in this program.

The 2011 series of girl grants for Victoria will also be launched.

For \$25 (pre-registration) or \$30 (at the door) enjoy appetizers, 1 glass of wine/beer/non-alcoholic beverage and 1 BCRPA continuing education credit.

OR — Pre-register for both the March 3rd and June 9th Networking Socials for only \$45.

At the June 9th event, we will announce our grant recipients; speaker TBA

RESERVE YOUR ATTENDANCE BY EMAILING:
victoria@promotionplus.org

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CAAWS Celebrates 30th Anniversary in 2011!

The Canadian Association for the Advancement of Women and Sport and Physical Activity is getting ready to celebrate our 30th anniversary in 2011. CAAWS will be looking to celebrate our anniversary across the country with all the women and men that have played a part in increasing the opportunities for girls and women to participate and lead in sport and physical activity. We plan to launch our anniversary celebrations on March 8th, 2011 International Women's Day so please keep an eye out for more details of activities to come.

2011 North America Outgames



Join us July 25-31
Vancouver - Whistler

Celebrate Sport,
Culture, and
Human Rights
\$75 + Sport Fee(s)
Register today!

Early Incentive Pricing
until Feb. 28th, 2011



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