

## **BC Women in Sport Organization names Christine Bradstock as New Executive Director**

Vancouver, BC – January 19<sup>th</sup>, 2011 - ProMOTION Plus: Girls and Women in Sport and Physical Activity Society announced today the appointment of Christine Bradstock as the new Executive Director of the organization.

According to Sue Griffin, Chair of ProMOTION Plus, “Christine brings a wealth of experience in the sport, recreation and the non-profit sector. We are very excited to have her at the helm as we enter our 21<sup>st</sup> year as an organization for women and girls in sport.”

When asked about the future, Christine had this to say, “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 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 comes to ProMOTION Plus with a background as an athlete, coach, administrator, parent, and volunteer. Participation at an early age gave way to competitive athletics in high school, university and beyond; she is still competing in masters’ events today. As an inductee into the UBC Sports Hall of Fame, volleyball would be considered her first sport but she has enjoyed returning to the multi-sport arena, currently competing in events such as trail and snowshoe racing.

Coming from an education background, most recently Christine worked for 2010 Legacies Now as Manager of Healthy Living Initiatives overseeing several projects leading up to and during games time. With a background in stakeholder relations and an innate ability to organize and connect seemingly unrelated initiatives and programs; management and leadership are her strengths.

As a mother of four elite athletes Christine has volunteered, coached and administrated many of their teams and events and now enjoys being their number one fan.

### **About ProMOTION Plus:**

ProMOTION Plus celebrated its 20<sup>th</sup> anniversary this past year as the British Columbia organization for girls and women in physical activity and sport. It was established as a non-profit society in 1990 and was unique in Canada at the time. ProMOTION Plus is still only one of three provincial organizations in Canada dedicated to increasing opportunities for girls and women in the sport and recreation delivery system. Primary funders are: the BC Ministry of Community, Sport and Cultural Development, 2010 Legacies Now, the BC Gaming Commission and the Government of Canada.

**[www.promotionplus.org](http://www.promotionplus.org)**

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