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PAUW FOUNDATION & BANFF LODGING COMPANY ESTABLISH \$35,000 SPORT FUND FOR BOW VALLEY YOUTH

November 12, 2015 – Banff, Alberta, Canada

The Wim & Nancy Pauw Foundation was established in 2013, with the goal of reinvesting in Banff and contributing to an active and vibrant community, with a particular interest in supporting healthy and active opportunities for local youth. Startup donations have included more than \$130,000 in funding support for Outdoor Pursuits, Outdoor Education and Athletics programs at Banff schools.

We are now excited to announce the **Pauw Foundation Youth Sport Fund**. This fund has been established to assist Bow Valley youth sport organizations and competitive, developing individual athletes with financial support. Building on the Banff Lodging Company Athlete Sponsorship program which supports individual athletes training for elite competition, the **Pauw Foundation Youth Sport Fund** will disburse \$35,000 to local recreation groups and athletes over the 2015-16 season.

In partnership with the **True Sport Foundation**, the Pauw Foundation Youth Sport Fund will distribute funds to not-for-profit organizations that provide opportunities for local youth to engage in sport and recreation, and that are aligned with the True Sport principles – **Go For It, Play Fair, Respect Others, Keep it Fun, Stay Healthy, Include Everyone, Give Back**. The True Sport Foundation is a registered Canadian charity that promotes the important message that sport makes a significant contribution to the development of youth, the wellbeing of individuals, and the quality of life in Canadian communities.

“We recognize that most sport organizations work very hard to maintain a balance of quality programming and affordability for local youth,” advises Pauw Foundation Fund Director, Cathy Geisler. “The Youth Sport Fund aims to provide annual funding support to help offset the various costs associated with running a not-for-profit, or help reduce registration or training fees for participants.”

Organizations that are not-for-profit, offer recreational opportunities for youth living in the Bow Valley, and meet the seven True Sport Principles, are invited to download an application package at www.pauwfoundation.com. Inquiries may be emailed to youthsport@bestofbanff.com. The application deadline for the 2015-16 season is November 30, 2015.

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‘True Sport Foundation is committed to ensuring that sport makes a positive contribution to Canadian society, to our athletes and to the physical and moral development of Canada’s youth.’ www.truesportpur.ca

Funded by the profits earned through Banff Caribou Properties Ltd and Banff Lodging Company, the goal of the Pauw Foundation Youth Sport Fund is to promote active lifestyles by providing financial support to Bow Valley based amateur, competitive athletes pursuing elite sporting goals, and to Bow Valley based youth recreation and sport organizations.
www.pauwfoundation.com