



PO Box 1070, Banff, AB T1L 1H8 (403) 762-2642 [www.pauwfoundation.com](http://www.pauwfoundation.com)

## MEDIA INFORMATION

### **TAKING ACTION TO GROW BOW VALLEY YOUTH SPORTS & RECREATION – PAUW FOUNDATION TO CONNECT MORE LOCAL YOUTHS TO SPORT AND ACTIVITIES WITH LAUNCH OF 2017 SPORTS FUND**

**Banff, Alberta, Canada (March 6, 2017)** – The Banff-based Wim & Nancy Pauw Foundation announces its ongoing commitment to enhancing the lives of Bow Valley youths, with the introduction of the 2017 Youth Sport Fund - which is now open for local applications. With \$35,000 earmarked to be invested this year, the fund will allow even more young people from the community to access mountain sports and recreational activities that might not otherwise be open to them.

Introduced in 2016, The Youth Sport Fund sponsored ten sport clubs encompassing speed skating, swimming, gymnastics, squash, judo, adaptive sports, and cycling, and seven athletes competing at national and international levels. Last year saw more than \$140,000 donated to the Bow Valley community by the Wim & Nancy Pauw Foundation, supporting programs including Banff Elementary School Outdoor Pursuits, athletics and Outdoor Education programming at Banff Community High School, and a Seniors Adaptive Bicycle program.

The Pauw Foundation Youth Sport Fund promotes non-profit sport and recreation organizations with financial support, in addition to helping individual, developing athletes pursuit elite sport goals through the Banff Lodging Company Athlete Sponsorship Program. In 2017, up to \$35,000 is available for local recreation groups and individual athletes that meet the application criteria.

In partnership with the **True Sport Foundation**, the Pauw Foundation Youth Sport Fund will review applications submitted by not-for-profit community sport organizations that have developed or are developing strategies to increase inclusion and accessibility of sport to youth in the community and that exemplify the seven True Sport Principles of **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 is committed to ensuring that sport makes a positive contribution to Canadian society by advancing the benefits or values-based and principle-driven sport in Canada.

“We are committed to helping make sport and recreation accessible throughout the Bow Valley,” says Pauw Foundation Fund Director, Cathy Geisler. “To feel the gratitude from 2016 recipients, and know that clubs and organizations can achieve more with this support is incredibly rewarding for the Foundation, and we knew we would continue with the program this year. The Youth Sport Fund intends to provide annual funding support to help offset the various costs associated with running a not-for-profit, help reduce registration or training fees for participants, and promote inclusion and accessibility for all youth.”



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The Wim & Nancy Pauw Foundation was established in 2013, with the goal of reinvesting in Banff and contributing to an active and vibrant community, and a particular interest in supporting active lifestyle choices for local youth.

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](http://www.pauwfoundation.com). Inquiries may be emailed to [youthsport@bestofbanff.com](mailto:youthsport@bestofbanff.com). The application deadline for the 2017 granting cycle is March 24, 2017.

**Media Opportunities:**

*Media Interviews are available with Wim & Nancy Pauw Foundation spokesperson(s): Cathy Geisler or Gordon Lozeman, who are available to speak about the Foundation's mission, community programs, and the positive impact being made on the local community through the Foundation's initiatives.*

*For further information on the Foundation's namesakes, Wim and Nancy Pauw, see:*  
<http://pauwfoundation.com/wim-nancy/>

**For Media Inquiries:** Cathy Geisler  
Fund Director, Wim & Nancy Pauw Foundation  
[www.pauwfoundation.com](http://www.pauwfoundation.com) [cgeisler@bestofbanff.com](mailto:cgeisler@bestofbanff.com)  
(403)760-7584

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*"True Sport Foundation works to ensure that sport makes a positive contribution to Canadian society by advancing the benefits of values-based and principle-driven sport in Canada." [www.truesportpur.ca](http://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](http://www.pauwfoundation.com)