

Media Advisory



Students to be schooled on physical literacy

Ex-NHLer Jim Thomson will deliver message on developing key 'life skills'

WHAT:

AURORA (December 1, 2017): This Monday, Aurora Tigers owner Jim Thomson will be appearing at Regency Acres P.S. to deliver the message that “physical literacy matters.”

Grades 4-8 students will be hearing from this ex-NHLer not about sport specialization – like hockey drills – but about the importance of developing key life skills such as running, jumping, throwing, catching, and swimming. These are essential to numerous sport and play activities, not to mention their payoff in fitness, fun, and friendships.

Thomson will also discuss the connections between physical activity and mood, and physical literacy – learning movement skills and patterns – and brain development.

Regency Acres, an Activate Aurora school, will be the first to host this event, which will be enlivened with Thomson’s personal stories. Each student will also receive a signed photo, an “I met a pro hockey player” sticker, and an Activate Aurora tattoo as they leave the presentation.

WHO:

Aurora Tigers owner (and Ex-NHLer) Jim Thomson, with representatives from Activate Aurora and Sport Aurora.

WHERE:

Regency Acres P.S., 123 Murray Dr., Aurora

WHEN:

Monday, December 4, 2:00 p.m.

Did you know:

Research has shown that being active later in life depends on feeling confident in an activity setting. This usually comes from having learned fundamental movement and sport skills, or physical literacy, as a child.

For further information, please contact:
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About Sport Aurora:

Founded in 2005, Sport Aurora is a not-for-profit corporation that supports and develops high-quality sport opportunities. They advocate on behalf of member organizations to increase participation, build capacity and celebrate excellence. Sport Aurora now represents 31 sport organizations, with a volunteer base of more than 2,500, and a player base of nearly 10,000 from ages of 3 to 80. Sport Aurora has also helped develop the municipal Parks and Recreation Master Plan, continues to provide leadership and guidance, and has become the “voice” of Sport in the Town of Aurora. For more information, visit <http://www.sportaurora.ca/>

About Activate Aurora:

Activate Aurora is on a mission: to make Aurora “Canada’s Most Active Community” through education, activities and awareness. This Ontario Trillium Foundation (OTF) funded program was designed by Sport Aurora with the guidance of the Canadian Sport for Life Society, and is endorsed – and supported – by the Mayor’s Task Force on Physical Activity. The Activate Aurora team includes representatives from diverse areas of interest: local sports organizations, education, parks & recreation, seniors and health care. For more information, visit <https://activateaurora.com/>

About International Walk to School Day:

International Walk to School Day is a global celebration of active transportation, taking place in hundreds of Ontario schools. Many hold their events on IWALK Day, the first Wednesday of October.