

# Press Release



## Play Days continue at Activate Aurora Schools

### Innovative program helps students build physical literacy while having fun

AURORA (May 16, 2018) – Balls, hula hoops and bright orange pylons may not be the typical tools of learning at Our Lady of Grace C.E.S. Ditto for hopscotch. But on May 11, students gathered in the gymnasium to hear from “Play Day” instructors, who would be taking them through these and other skill-based activities, all in the name of building their physical literacy.



Play Days are a co-operative effort between the Town of Aurora, Activate Aurora, and both the York Region District School Board and York Catholic District School Board. The goal is to introduce physical literacy to the students, teachers and parent volunteers, gather data while students have fun, along with encouraging locomotor, stability and object-manipulation skills.



By building competence and confidence in these basic movements, children will be more likely to participate in sports and other active pursuits – outside of school hours.

Play Days launched in 2016 at Rick Hansen P.S., an Activate Aurora school, with 675 students participating. Three other Activate Aurora schools followed – Aurora Grove P.S., Regency Acres P.S., and Our Lady of Grace C.E.S., bringing the total number of students involved to more than 1,700.



There are two more Play Days scheduled in 2018: Regency Acres on May 17 (8:30 am start), and Aurora Grove on May 23 (9:10 am start). Please join us on either of these dates!



**Where:** Regency Acres P.S. 123 Murray Dr, Aurora  
Aurora Grove P.S. 415 Stone Rd, Aurora

**When:** Regency Acres: May 17 (8:30 a.m. start)  
Aurora Grove: May 23 (9:10 a.m. start)



For further information (or high-res images), please contact:  
Neil Moore, Communications Director,  
Activate Aurora/Sport Aurora  
905.717.7474 • [communications@activateaurora.com](mailto:communications@activateaurora.com)

#### 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/>

