

Media Advisory



Physical Literacy Summit May 4

Basic motor skills for play and sport still needed for youth well being

WHAT:

AURORA (April 27, 2018) – Activate Aurora wants to spread the word about physical literacy. In its third annual summit on May 4, the organization, whose mission is to make Aurora “Canada’s Most Active Community,” will be bringing together experts to discuss why this topic is so critical for our youth.

Physical literacy is a challenge in this age of digital entertainment. Fundamental motor skills like running, swimming, jumping, catching and throwing a ball may be losing ground to gaming and social media, yet are more relevant today than ever. Master these, and you not only create opportunities in sport and play, but can move more competently and confidently throughout life.

This one-day summit is targeted to those who work professionally with children and youth. It will provide creative ideas to help enrich current programs or develop new ones – all of which contribute to increased physical activity, and an overall higher quality of life.

Experts include Dr. Dean Kriellaars (our keynote) from University of Manitoba, Brandy Tanenbaum from Sunnybrook Hospital, Drew Mitchell, Director of Physical Literacy, Sport for Life, and Amy Tepperman of Moving EDGEducation.

Please visit ActivateAurora.com for more information.

WHO:

Municipal recreation leaders and coaches, teachers, early childhood educators and program providers, before and after-school caregivers, service organization youth leaders - and members of the media.

WHERE:

Seneca College King Campus, 13990 Dufferin Street North, King City

WHEN:

Friday, May 4, 8:30 a.m. to 4:30 p.m.

For further information, please contact:
Neil Moore, Communications Director,
Activate Aurora/Sport Aurora
905.717.7474 • communications@activateaurora.com

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.



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/>