

# Media Advisory



## Power off and Play Festival, August 19

Event encourages local families to reduce screen time, boost active time

### WHAT:

AURORA (August 13, 2018): Getting kids to power down their devices may seem a challenge, but less screen time means more time to be active. And to help “get the ball rolling” **Sport Aurora**, through its **Activate Aurora** initiative, will be on hand at the Power Off & Play Festival, Sunday August 19th at the Windfall Ecology Centre.

The event will feature local sports and recreation groups, who will be hosting a variety of activities that include rock climbing, face painting, geocaching, and nature play, along with zumba, dance, karate, baseball, football, gymnastics and more. Check their website for updates: [www.windfallcentre.ca/festival](http://www.windfallcentre.ca/festival)

Activate Aurora will be spinning their Activity Wheel for a variety of fitness and agility challenges, and will be asking attendees to “Take the Pledge” to be more physically active. In addition to advocating for a healthier, more active lifestyle, both Sport Aurora and Activate Aurora stress the importance of physical literacy as a critical life skill.

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 youth not only enjoy more opportunities in sport and play, but can move more competently and confidently throughout life.

### WHO:

Local residents, sport and recreation leaders. Elected officials and local media are encouraged to attend.

### WHEN:

Sunday, August 19, 2018 • 10:00 am – 4:00 pm

### WHERE:

Windfall Ecology Centre, Sheppard’s Bush, Aurora

### COST:

FREE



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 and recreation 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/>