

FOR IMMEDIATE RELEASE

July 9, 2015



In Her Footsteps exhibit transformed to honour influential women in sport in BC

Vancouver, BC – The In Her Footsteps. . . Celebrating BC Women in Sport exhibit at the BC Sports Hall of Fame was reopened to the public on July 8 after undergoing an exciting new transformation. The exhibit honours the legacy of women in sport in British Columbia, highlighting more than 50 influential female leaders and ambassadors across the province.

Through the support of the BC Sports Hall of Fame, ProMOTION Plus, the City of Vancouver and ViaSport, the exhibit has been refreshed and equipped with an interactive touch-screen component that allows visitors to walk through the history, achievements and legacy of female athletes, coaches, officials, builders and mentors in BC.

“On behalf of the entire BC Sports Hall of Fame team we are truly proud to house the In Her Footsteps . . . Celebrating BC Women in Sport exhibit,” says Allison Mailer, Executive Director of the BC Sports Hall of Fame. “The featured stories showcase a diverse group of women from well-known champions to hard working grassroots volunteers; all worthy of this unique recognition. We look forward to welcoming guests to the exhibit and thank our project partners ViaSport, City of Vancouver and ProMOTION Plus for their hard work and significant contributions.”

Established in 2006, and temporarily closed for BC Place renovations, the exhibit was created to honour In Her Footsteps award recipients – women and/or teams recognized annually by ProMOTION Plus for their significant contribution to sport in BC.

“The new In Her Footsteps Exhibit at the BC Sports Hall of Fame is an important focal point for celebrating the Honourees whose achievements have blazed a trail for women in sport and physical activity, and who deserve a special place of recognition in our collective sport history”, says Kristina Macdonald, ProMOTION Plus Chair.

Funded by contributions from the City of Vancouver and ViaSport, the exhibit has been updated with a fresh look and bright display, and inspiring new artifacts.

Celebrating the excellence of girls and women in sport is key to the goals of our Mayor and Council through our Healthy City Strategy. The work of ProMOTION Plus and the BC Sports Hall of Fame is a critical part of making that happen and the City is delighted to be part of the effort.

“ViaSport is proud to be a partner in the re-launch of the In Her Footsteps exhibit - an initiative that we know will inspire more girls and women in sport to become leaders and role models in their own communities”, says Cathy Priestner Allinger, CEO of ViaSport British Columbia.

The In Her Footsteps exhibit can now be viewed in the west wing of the BC Sports Hall of Fame - open daily from 10 am – 5 pm PT.

- 30 -

Inductee profiles:

Watch these videos to learn about some of the most recent In Her Footsteps inductees:

<https://youtu.be/YJl9zFYq5UA?list=PLbexAxV0g1BYVKjfv3DRdBIRn2jWDhJFc>

Photo:



Caption (left to right): Penny Ballem (City of Vancouver), Honourable Suzanne Anton (Attorney General & Ministry of Justice) Inductees Bev Viger and Joy Fera, Honourable Coralee Oakes (Ministry of Community, Sport and Cultural Development), Kristina Macdonald (ProMOTION Plus), Inductee Sarah Blyth and Cathy Priestner Allinger (ViaSport)

About the BC Sports Hall of Fame:

The BC Sports Hall of Fame is located at Gate “A” of BC Place with an inspiring Hall of Champions, Vancouver 2010 Gallery and many other exceptional exhibits. For close to 50 years, we have honoured BC’s teams, builders, athletes, pioneers, and media through the annual induction ceremony - the Banquet of Champions. For more information please visit: www.bcsportshalloffame.com follow us on twitter @bcsportshall and like us on facebook/bcsportshall

About ProMOTION Plus:

Founded in 1990, ProMOTION Plus’ vision is that all girls and women in the province of British Columbia will participate in and have access to a complete range of opportunities, choices, and resources for positive experiences in physical activity and competitive and recreational sport and have equity as participants and leaders. For more information, go to promotionplus.org.

About the City of Vancouver:

The City of Vancouver’s partnership with ViaSport and BC Sports Hall of Fame demonstrates Vancouver's commitment to facilitating and supporting high performance sport events at a national and international level. At the same time, these collaborations bring the benefits associated with sport development, economic development and social and community development to our city and complement the proactive role the city is taking in providing assistance and support in sporting events.

About ViaSport British Columbia:

ViaSport British Columbia is a not-for-profit organization established in 2011, responsible for providing strategic leadership to sport in BC. Formed in partnership with the provincial sport sector and the Province of BC, our mandate is to increase awareness, opportunity and participation in sport across the province at every stage of life and in every community. Learn more at www.viasport.ca



Media Contact:

Allison Mailer
Executive Director, BC Sports Hall of Fame
604.687.5520
Allison.mailer@bcsportshalloffame.com

Joanne Stygall Lotz
Executive Director, ProMOTION Plus
604.333.3475
info@promotionplus.org

Penny Ballem
City Manager, City of Vancouver

Adam Fritz
Director, Marketing and Partnerships, ViaSport
778-655-1741
adamf@viasport.ca