



**NEW SNOWBOARDING PROGRAM FOR INNER-CITY YOUTH AIMS TO DEVELOP  
SELF-ESTEEM AND SNOWBOARDING SKILLS**

2010 LegaciesNow, Bell Canada, Cypress Mountain and Vancouver Agreement  
introduce **Chill** to British Columbia

**Vancouver, B.C. (February 10, 2005)** - 2010 LegaciesNow today announced a new partnership with Bell Canada to launch **Chill** - a unique snowboarding program for disadvantaged inner-city youth from the Lower Mainland. By providing access and instruction to snowboarding, **Chill** presents troubled youth an opportunity for success and increased self esteem through sport. Bell Canada, as the premier sponsor, revealed plans to contribute \$25,000 to support the initiative.

Aimed at youth aged 12-24, **Chill** provides the 100 participating youth with everything needed for a mountain experience including equipment, transportation, clothing, lift tickets and instruction. Each week, youth will be introduced to a theme that integrates the snowboarding experience with the challenges of every day life. The weekly **Chill** themes are: patience, persistence, respect, courage, responsibility and pride.

"Chill is a pilot program for Vancouver and we are thrilled to be partnering with Bell Canada to share this unique opportunity with inner-city youth," said Marion Lay, President and CEO, 2010 LegaciesNow. "At 2010 LegaciesNow, we are dedicated to introducing initiatives that support the development of strong and vibrant communities across the province. The Chill program has experienced great successes in other North American cities since its inception in 1995 and we anticipate the same here in Vancouver."

Chill is 2010 LegaciesNow's first corporate partnership initiative.

"At Bell, we're pleased to partner with 2010 LegaciesNow to launch Chill in Vancouver. The program fits perfectly with Bell's commitment to connect communities by supporting initiatives that enrich the lives of youth across the country," said Paul Healey, President of Western Canada for Bell. "Chill is a unique opportunity for inner-city youth to meet new people and experience new things all while learning important life skills."

The Vancouver Agreement, an urban development initiative of the governments of Canada, British Columbia, and Vancouver, is also contributing \$10,000 to help support **Chill**.

"Through partnerships, we are able to work together to support social initiatives like the Chill program," said the Honourable Stephen Owen, Minister of Western Economic Diversification Canada and Minister of State (Sport). "It is a great opportunity to reach out to Vancouver youth and to promote the invaluable life skills that stem from sports participation."

2010 LegaciesNow is committed to sourcing and developing province-wide initiatives that foster sustainable legacies in sport and recreation, arts, literacy, and volunteerism.

"We know that access to sport activities makes a positive difference in the lives of our young people," said the Honourable Murray Coell, Minister of Community, Aboriginal and Women's Services. "Young people who are healthy and confident grow up to be adults who make valuable contributions to their families and their communities."

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“Our city’s future will be shaped by today’s youth - from all socio-economic backgrounds,” added Vancouver Mayor Larry Campbell. “Chill is a concrete example of how the 2010 Winter Games will provide opportunities for youth and also perfectly illustrates our commitment to inclusivity.”

Several Vancouver agencies are participating in the **Chill** program including the Broadway Youth Resource Centre, Dusk to Dawn, MoreSports, Vancouver Coastal Health Authority, Vancouver Parks Board and Urban Native Youth Association.

2010 LegaciesNow would like to thank the following organizations for supporting the Vancouver **Chill** program: Burton for providing the snowboarding equipment; Cypress Mountain for supplying lift passes and access to the mountain’s facilities; and Schenker for facilitating the shipping and customs clearance.

#### **About 2010 LegaciesNow**

2010 LegaciesNow is a not-for-profit society that works in partnership with community organizations, non-government organizations (NGOs), the private sector and all levels of government to develop sustainable legacies in sport & recreation, arts, literacy, and volunteerism. 2010 LegaciesNow actively assists communities discover and create unique and inclusive social and economic opportunities leading up to, during and beyond the 2010 Olympic and Paralympic Winter Games. For more information visit [www.2010LegaciesNow.com](http://www.2010LegaciesNow.com).

#### **About Bell Canada**

Bell Canada, Canada’s national leader in communications, provides connectivity to residential and business customers through wired and wireless voice and data communications, local and long distance phone services, high speed and wireless Internet access, IP-broadband services, e-business solutions and satellite television services. Bell Canada is wholly-owned by BCE Inc. For more information, please visit [www.bell.ca](http://www.bell.ca).

#### **About Cypress Mountain**

Cypress is the newest member of the Chill program that now encompasses 11 mountain resorts around North America, including one of our sister Boyne West Resorts, Brighton in Salt Lake, Utah. Cypress Mountain incorporates the most expansive terrain and highest vertical rise of the local North Shore mountains, with 38 skiing and snowboarding runs, 19 kms of groomed cross country ski trails, 10 kms of self guided snowshoe trails and a tubing park. Cypress is proud to be chosen to host events for the 2010 Olympic Winter Games, and preparations are already underway to welcome the world’s best athletes for the Freestyle Ski (Aerials, Moguls) and Snowboarding (Half pipe and Dual Slalom) competitions. For more information, please visit [www.cypressmountain.com](http://www.cypressmountain.com).

#### **About the Vancouver Agreement**

The Vancouver Agreement is an urban development initiative of the Governments of Canada, British Columbia, and Vancouver that promotes partnerships between the three levels of government, community organizations and business to make Vancouver a healthy, safe, and sustainable place to live, work and visit. A major priority is sustainable economic and social development to increase local business investment and to provide jobs for local residents. For more information, please visit [www.vancouveragreement.ca](http://www.vancouveragreement.ca).

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