



For immediate release  
Attention: Sports and News Media

## Markham Wins National 'True Sport' Award

Presentation May 13 at Youth Week Tournament

**MARKHAM, ON ~ May 8, 2006** ~ The Town of Markham is the winner of a Bell True Sport Community Award.

Now in its third year, the Bell True Sport Community Award recognizes the important role that sport can play in contributing to safe, healthy and vibrant communities. The Markham Sport Council nominated the Town of Markham for this award because of its strong, long-term commitment to the provision of sport opportunities for Town residents from all cultural backgrounds, ability levels and areas of interest.

**When:** Saturday May 13, 2006 – 9 to 9:45 a.m.

**Where:** Armadale Community Centre, 2401 Denison Street, Markham

**Who:** Mayor Don Cousens, Members of Markham Council, Members of the Markham Sport Council; Bell Canada representatives, True Sport Foundation representatives; staff from Markham Recreation and Culture department; participants in the Youth Week 3on3 Basketball Tournament

**What:** Presentation of the Bell True Sport Award; Remarks; Tip-off for the basketball tournament

The True Sport Foundation (TSF) is the national, charitable organization committed to ensuring that sport makes a positive contribution to Canadian society. Markham received the award at the recent Canadian Sports Awards event, for its support of the four True Sport principles: inclusion, fairness, excellence and fun.

Some of the Markham programs include: Markham's Character Community initiative, the Living School program, the Tony Roman Hockey Tournament for house league teams, diversity in the sports and the communities involved in Markham programs and the Milliken Children's Festival. The award comes with a \$10,000 True Sport development grant.

Details of the Markham programs and the background of the Bell True Sport Community Award follow. Markham Youth Week 2006 runs from May 7 to 13 with the 3on3 Basketball Tournament on May 13 one of the many community celebrations.

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**Some of Markham's initiatives involving True Sport Principles:**

Markham is a Character Community. The character community is a community in which the elected officials, community leaders, businesses, school board, health professionals, community organizations and citizens recognize and promote the importance of good character. In Markham, the attributes serve as a cornerstone for staff management and the management and service delivery model for all town departments.

In its submission, Markham detailed its Living School initiatives – which bring together the entire school community, students, parents, teachers, administrators, the York District School Board, the Town and Region and the Ontario Physical Health and Education Association.

Markham's Tony Roman Hockey Tournament involves over 2000 players representing 131 house league hockey teams, gives participants the experience of tournament play and recognizes a player on each team who plays 'with character' following the traits of Markham as a Character Community.

Markham sports clubs and organizations involve cultural diversity and the diversity of sports played. There are programs for people with both mental and physical disabilities, who participate in fitness, recreational and community-based sport in an integrated or specialized setting.

The Milliken Children's Festival – which attracts 12,000 people – takes place outdoors in the heart of one of Markham's neighbourhoods – attracting families from throughout the community for a day of interactive entertainment for children from 2 to 12.

**Bell True Sport Community Award:**

Now in its third year, The Bell True Sport Community Award recognizes the important role that sport can play in contributing to safe, healthy and vibrant communities. Many Canadian communities actively demonstrate the values of True Sport; inclusion, fairness, excellence and fun. The Bell True Sport Community Award is designed to bring community success stories to the forefront so they may inspire others to embrace values-based sport.

The True Sport Foundation, which administers the Bell True Sport Community Award, receives a number of outstanding nominations every year. Many submissions include examples of best practices related to promoting values-driven sport, outstanding programs to honour and recognize sport heroes and success stories on sport programs and initiatives targeted to engaging youth through sport. Bell Canada and True Sport believe that sport plays a key role in the development of a strong and connected Canada. Bell Canada also believes that young people deserve the opportunity to live healthy, happy and active lives. The Bell True Sport Community Award provides recognition to communities that are providing values-driven opportunities, and helps inspire other communities to enhance their commitment to values-driven sport.

The vision for this program is to encourage more communities to declare themselves as True Sport communities, joining a national movement that celebrates the sport in Canada for youth and communities. One of the goals of the True Sport Movement is to have 2010 True Sport Communities by 2010. For more information visit [www.truesport.ca](http://www.truesport.ca).