



MEDIA ADVISORY

Olympians Help Launch British Columbia Coaches Week

British Columbia Coaches Week will be officially launched at the **Richmond Olympic Oval** Sunday, September 20, 2008, the first of seven highlighted events across the province. Keynote speakers are Olympian and veteran track and field coach, **Dr. Doug Clement** and cross country skiing Olympic gold medallist and athlete advocate, **Beckie Scott**. A **Provincial Proclamation** has been issued designating September 20 – 27, 2009 as British Columbia Coaches Week.

***Media are invited to attend all of the day's events including lunch at Noon.
Full schedule: <http://www.coaches.bc.ca/coaches-week/schedule>***

WHERE:	Richmond Olympic Oval	
WHEN:	Sunday, September 20, 2009	
HIGHLIGHTS:	9:30am	Opening Keynote – Dr. Doug Clement
	12:15pm	Presentation of Provincial Proclamation CABC Coach of the Year Keynote: Beckie Scott

Backgrounder: The focus of British Columbia Coaches Week, an initiative of the Coaches Association of BC (CABC), is on the recruitment, development and celebration of sport coaches with events right across the province. It fosters recognition of those coaches who often go unrecognized and under appreciated - the volunteers, parents, community coaches, etc., and provides them with educational opportunities. Coaching Conferences and Coaching Forums are being held in seven communities in 2008: Richmond, Nanaimo, Castlegar, Kamloops, Kelowna, Prince George and Fort St. John.

CABC works on behalf of the approximately 40,000 volunteer coaches in the province, who work with all sports and all age groups of active sport participants. By improving the quality of coaches at all levels through professional development, certification and ongoing education, the CABC fosters a positive and meaningful experience for athletes at all levels.

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