



For Immediate Release:

Gibsons BC July 25, 2011 **Hundreds attend free community event in support of Sunshine Coast KidSport.**

Over \$3,800 was raised to directly support Sunshine Coast KidSport when Sunshine Coast Credit Union and Marketplace IGA teamed up to bring a free outdoor family movie night to Coast residents on Monday July 25, 2011 at Brothers Park in Gibsons.

Over 750 people attended the first annual Great Outdoor Movie Event, complete with a 3-story inflatable screen, featuring RIO, a Disney Movie. Guests were invited to byob (bring your own blanket) and enjoy an evening of fun for all ages. Admission was free and the evening began with a BBQ concession, courtesy of the Gibsons Rotary Club, cotton candy, popcorn, bouncy castles, face painting and 50/50 draws.

"Partnering with Sunshine Coast Credit Union and MarketPlace IGA to support the youth in our community just made sense," said KidSport Co-Chair Diane Wagner. "These organizations are all about giving back to their communities and this event will now allow at least 25 children to take part in a sport of their choice. These are kids who wouldn't have had the opportunity to participate, so thank you to everyone who came out, enjoyed the evening and donated to KidSport! We also owe a big thank you to all of the other local businesses that contributed to the evening, either through volunteering or donating their services – it could not have been a success without you."

Shelley McDade, CEO of Sunshine Coast Credit Union congratulates employees of the Credit Union and MarketPlace IGA for their commitment to creating an event that not only benefits a great cause, but also creates a sense of community on the Coast. McDade says "Our employees are leaders in volunteerism and this was our opportunity to partner with an organization that directly benefits deserving kids in our own backyard. We couldn't be more pleased with how the evening unfolded; we look forward to making this an annual event for our community."

Bob Hoy, owner of Marketplace IGA Gibsons agrees: "We value our community and the children in it; they are our future and we were excited to have the opportunity to create an event just for them. Hosting this evening was so much more powerful than simply writing a cheque to KidSport. To look around and see the excitement of the kids, the enthusiasm of the volunteers and so many people supporting the cause; it was a powerful thing."

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For more information please contact:

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**Photo Enclosed:** over \$3800 was raised at the Great Outdoor Movie Event, benefiting KidSport – Sunshine Coast Chapter. From left to right: Kelsey Waters, Sunshine Coast Credit Union, Diane Wagner, KidSport, Bryan Marshall, IGA Wilson Creek, Carol Duff, KidSport and Bob Hoy, IGA Gibsons are pictured with Sunshine Coast Credit Union’s mascot, Fat Cat.

**Missing from photo:** Troy Callewaert, IGA Madeira Park

**About KidSport:** We believe that no kid should be left on the sidelines and all should be given the opportunity to experience the positive benefits of organized sports. KidSport™ provides support to children in order to remove financial barriers that prevent them from playing organized sport. The Sunshine Coast Community Chapter of KidSport was officially launched in November, 2008 and to date has supported over 275 kids on the Sunshine Coast in registration fees for organized sports. The KidSport Chapter provides up to \$200 in registration fees for a child in one sport in one calendar year. [www.kidsportcanada.ca](http://www.kidsportcanada.ca)

**About Sunshine Coast Credit Union:** Sunshine Coast Credit Union is a full-service financial institution committed to improving the financial well-being of our members and Sunshine Coast community. Neighbours helping neighbours is how we began and today that value remains strong in both the services and products we offer and through direct involvement in our community. Sunshine Coast Credit Union -- building our Coast community for over 70 years. [www.sunshineccu.com](http://www.sunshineccu.com)

**About MarketPlace IGA:** Our quality products, small town service, and community involvement make us the number one choice in grocery shopping. Our community involvement includes numerous sports clubs, both adult and juvenile, all areas of the arts, assists all schools and senior groups, and various popular charities such as Canadian Cancer Foundation and Heart and Stroke Foundation. [www.marketplaceiga.com](http://www.marketplaceiga.com)





