



For Immediate Release

February 2, 2015

IRCOM was selected as a finalist in second annual Win 4 Kids Contest!

It's time to get Winnipeg kids active!

Winnipeg, Manitoba GoodLife Kids Foundation announced today that **the Immigrant and Refugee Community Organization of Manitoba (IRCOM)** has been selected as a finalist in their National Win 4 Kids contest. As part of the contest GoodLife Kids Foundation is giving away a total of \$100,000 to programs across Canada that are helping kids have a healthier future.

Staying active throughout the winter is hard enough for most Canadians. Newcomer kids from refugee and immigrant backgrounds face far more barriers to participating in winter sports than the rest of us. Often coming from impoverished inner-city communities, for many kids, playing hockey would serve as a gateway to feeling accepted and successfully transitioning to Canadian Culture. IRCOM runs their '**New Lease on Ice**' Hockey Program for kids from families residing in Winnipeg's Downtown and West End neighbourhoods. The program is open to all youth aged 6-13 but the majority of the boys and girls are newcomers to Canada from refugee backgrounds.

After a National submission process, GoodLife Kids Foundation selected 10 finalists from the across Canada. All 10 finalists will receive grants but Canadians' votes will determine the amount of the grants they receive. There is one \$25,000 national prize, for the organization with the highest number of votes, along with three prizes of \$12,000, three prizes of \$8,000 and three prizes of \$5,000.

Please vote for IRCOM's New Lease on Ice Program because this is an example of what we hear every day this year since we have not been able to run our hockey program: Delina, participant age 11 asks "How come we don't go play hockey this year?" IRCOM Staff Member answers "Don't worry we are going tobogganing next week." Delina, participant age 11 responds "Bogganing isn't as fun as hockey. Hockey day is the best day ever! "

The majority of the grant funds were generated through fundraising efforts by GoodLife Fitness staff, members, partners, friends and family at the national [Spin4Kids Plus](#) event— a one-day fitness fundraiser in support of [GoodLife Kids Foundation](#). The finalists will receive their funding from Win 4 Kids at this year's *Spin4Kids Plus* event taking place across the country on Saturday, March 7.

"The reality is that only five percent of Canadian kids achieve the recommended amount of daily physical activity," said Lisa Burrows, Executive Director, GoodLife Kids Foundation. "GoodLife Kids Foundation believes we can change that reality and that is why we are excited to be



holding our Win 4 Kids contest again this year. Through support of fantastic organizations like our ten finalists, we can work towards our vision of providing every Canadian kid the opportunity to live a fit and healthy good life.”

How to vote:

Canadians can vote by going to www.win4kids.com. Voting will take place from 11:59am EST on February 2 until 11:59pm EST on March 6, 2015. Organizations are encouraged to recruit as many votes as possible as there is only one vote per person.

Voting Begins February 2 and goes until 11:59 p.m. on March 6 2015

The results:

On Saturday, March 7, 2015, all ten finalists will be asked to attend a [Spin4Kids Plus](#) event in their community to learn how much they'll get through Win 4 Kids!

Help spread the word and support your local organization:

GoodLife Kids Foundation will be profiling all ten organizations at www.win4kids.com

In addition to voting, you can support your organization by spreading the word in your community: share the [GoodLife Kids Foundation Facebook page](#), connect with @goodlifekids on twitter and join the conversation using the hash tag [#Win4Kids](#).

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Interview/photo-ops are available upon request

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About GoodLife Kids Foundation

GoodLife Kids Foundation is a private foundation with a vision for every Canadian kid to have the opportunity to live a fit and healthy good life. To date GoodLife Kids Foundation Grant Program has given \$1.6 MILLION to almost 200 organizations, impacting over 221,000 Canadian children. **To learn more about the GoodLife Kids Foundation Grant Program or the new GoodLife4Kids School Program go to: www.goodlifekids.com.** Join the conversation on getting Canadian kids active: facebook.com/goodlifekids and @goodlifekids

GoodLife Fitness covers 100% of our administrative and operational expenses so that every dollar raised will make the biggest impact on the lives of Canadian kids.