



## **MEDIA RELEASE**

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For immediate release

# **Celebrate Coaches Week in Saskatchewan**

The Coaches Association of Saskatchewan, along with the Province of Saskatchewan are pleased to announce that the first-ever Coaches Week in Saskatchewan will be held from May 22-29, 2010. The week is designed to recognize and celebrate the valuable contributions coaches make to sport and their communities. The week also aims to promote coaching, encourage people to become coaches, and offer education opportunities for Saskatchewan coaches.

“During the first-ever Coaches Week in Saskatchewan, we want to invite and encourage everyone involved in sport to thank their coaches for being great role models, and for their generous contributions of time and energy to help our athletes reach their dreams,” says Garry Armstrong, Chairperson of the Coaches Association of Saskatchewan. “We also want to encourage anyone who is interested in coaching to take the step and become involved. As a coach, you will be making a positive difference for the youth in your community.”

Coaches are an integral part of Saskatchewan’s sport system. Across our province, thousands of coaches are involved in over 60 different sports. These coaches all generously donate their time and energy to help our athletes be the best that they can be. Coaches are important role models who significantly impact the growth and development of our youth. They also help to create a positive sport experience for our athletes.

“Passing knowledge and skills on to a younger generation is one of the building blocks of creating and maintaining strong, vibrant communities,” Tourism, Parks, Culture and Sport Minister Dustin Duncan said. “Saskatchewan’s dedicated and knowledgeable coaches, many of them volunteers, guide our youth when they take part in competitive and recreational sports. They demonstrate teamwork and dedication and teach our young people physical and life skills that will last them a lifetime.”

The signature event during Coaches Week will be the Saskatchewan Coaches Conference on May 28-30 in Saskatoon. At the conference, 2010 Olympic gold medallists Hayley Wickenheiser, women’s hockey, and Lucas Makowsky, speed skating, will provide keynote addresses. The conference, which has a theme of “Believe It . . . Achieve It!” is designed for coaches of all levels and from all sports, with over 25 sessions being offered. The conference will benefit coaches working with athletes at the community level in schools and also in a competitive environment. A significant Aboriginal component is included in this year’s conference.

We encourage all those involved in sport and media, to join us in raising awareness of Coaches Week in Saskatchewan and saying “thank you” to coaches across the province. In addition to the Saskatchewan Coaches Conference, other Coaches Week activities include: free NCCP multi-sport coaching clinics in some communities; the Saskatchewan Weekly Newspapers Association will be participating in the “Best Local Coach Story Contest”; and the Minister of Tourism, Parks, Culture and Sport, the Honourable Dustin Duncan, will officially proclaim May 22-29 as Coaches Week in Saskatchewan.

For more information on coaching and how to get involved, as well as details about Coaches Week and the Saskatchewan Coaches Conference, visit [www.saskcoach.ca](http://www.saskcoach.ca).

The Coaches Association of Saskatchewan (CAS) is the voice for coaching in Saskatchewan. CAS is a not-for-profit provincial organization which represents the interests of coaching in the province. CAS strives to enhance the development and recognition of coaches at all levels in all sports.

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*For more information, contact Mark Bracken at (306) 780-9313 or [mbracken@sasksport.sk.ca](mailto:mbracken@sasksport.sk.ca).*