



## MEDIA ADVISORY

January 31, 2008

### Kimberley and Cranbrook host BC's next Champions at the 2008 BC Winter Games

The BC Games Society invites editors and sport reporters to attend the Kimberley-Cranbrook 2008 BC Winter Games, February 21-24.

The communities of Kimberley and Cranbrook have joined forces to host British Columbia's best and brightest developing athletes. With an average athlete age of 14 to 15 years, the BC Games are an important step for athletes towards provincial and national team programs. We expect to see many of these young stars compete on the international stage in the years to come.

Joining the estimated 1500 athletes will be 350 coaches, and 200 technical officials. Twenty sports will be hosted at venues throughout Kimberley and Cranbrook.

If you plan to attend the Games and would like to obtain media accreditation, please contact Lia Threlfall, BC Games Communications Manager, 250-387-4688 or [liat@bcgames.org](mailto:liat@bcgames.org).

#### **BC Games News Service**

For media unable to attend these BC Games, a team of volunteers will be covering the sport competitions as they progress and will provide stories about athletes and teams from your community.

Print media can expect to receive stories and photographs about participants from your community. For daily news reporting, Canadian Press style results are also available. Radio stations can expect to receive broadcast quality, digital voice material.

BC Games News Service stories will be sent via email. If you would like to add reporters or departments to our email distribution list please send the email addresses to [liat@bcgames.org](mailto:liat@bcgames.org).

Visit [www.bcgames.org](http://www.bcgames.org) for up-to-date information including:

- **Participant Lists** of athletes, coaches, and officials registered to attend the Games. (The participant list is subject to change until February 21 at 5:00 pm).
- **Games Results** including Zone Medal Standings. Available starting **February 22**.

*\*Online Participant Lists and Results are searchable by City, Sport, and Zone so you can easily locate the participants and results for athletes in your area.*

#### **For more information, contact:**

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Kimberley-Cranbrook 2008 BC Winter Games Office, 250-432-1000