



FOR IMMEDIATE RELEASE  
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### **COWICHAN TRIBES NEWEST LEGACY SPONSOR FOR COWICHAN SPORTSPLEX**

Duncan, B.C. - Cowichan Tribes has committed a \$72,500 contribution to the Cowichan Sportsplex through a combination of in-kind services and cash. Cowichan Tribes is the newest legacy sponsor for the Society. Other major financial contributions have been made by the Carsons, the McKinnons, Island Saving/Peter Baljet GM, Weyerhaeuser, CIBC, Pacific Energy, Country Grocer and recently from Cowichan Tribes. The project has also received huge government support from the Municipality of North Cowichan, City of Duncan, the Province of BC and Canada. In 2004 the Cowichan Sportsplex became the Cowichan Valley's biggest fundraising success story with over \$2 million raised in 12 months.

"The establishment of community infrastructure that enhances sport development in the Cowichan Valley will encourage active living and promote healthy lifestyle choices," said Chief Harvey Alphonse of the Cowichan Tribes. "Many of our Cowichan Tribes community members use the facilities on a regular basis and we are pleased to support such a noteworthy community project."

The Cowichan Sportsplex has been identified as one of the primary venues for Cowichan's bid to host the 2008 North American Indigenous Games. Cowichan Tribes is vying against Regina, Saskatchewan as the two finalists from across North America to host the games that are scheduled for August 2 – 8, 2008. The opening and closing ceremonies and sporting events are projected to draw approximately 20,000 athletes, cultural participants and spectators to the Sportsplex grounds.

"The spirit of community is alive and well in the Cowichan Valley – confirmed at the 12-hour relay where thousands gathered in support of a common vision," explained Alphonse. "We intend to convey that same enthusiasm and spirit in our bid to host the 2008 North American Indigenous Games."

The Chesterfield Sports Society, established in 1996, is committed to developing and managing the Cowichan Sportsplex, a 29-acre outdoor recreation facility for sports and other community events. The society's goal is to provide healthy activities, build community pride, promote tourism and become a major economic generator in the region.

The Sportsplex will be a world-class tournament facility and will host the 2005 BC Senior Games and possibly the 2008 North American Indigenous Games. The Valley's natural beauty and facilities like the Sportsplex and the Cowichan Centre will become the spark that will ignite the economic development potential of the emerging sports tourism industry. The Sportsplex is projected to create \$2.2 million in additional spending in the local economy each year. The NAIG is estimated to generate more than \$30 million boost to the local economy of the Cowichan Valley, where more than 90% of that money will stay in the community to create jobs and spur economic development.

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## BACKGROUNDER - COWICHAN SPORTSPLEX

You may be asking **"Where is the Cowichan Sportsplex?"** and **"Why have I not heard of it before?"** Cowichan Sportsplex, is the name of a multi-sport complex being developed by the Chesterfield Sports Society on Chesterfield Avenue in Duncan. Major financial support has been received from: the Municipality of North Cowichan, Cowichan Field Hockey Association, BC Winter Games Legacy Fund, School District 79, the Province of BC, the Duncan Rotary Club, Cowichan Valley Lacrosse Association, CeeVAC Roadrunners, CeeVAC Track & Field and Cowichan Tribes.

**The benefits of this world class sports facility are three-fold.** First there is the economic impact of development and construction that will be felt by local businesses whose services are contracted. Our community will also enjoy the positive effects of increased spending by both locals and out of town visitors as the momentum of the project builds. The third is an indirect benefit, but could be even more important. It is the addition of yet another "feather in our cap". The Cowichan Valley, home of the Cowichan Sportsplex, a sports facility that can rival any other on Vancouver Island!

**Project construction has already boosted local businesses to the tune of \$1.1 million.** Phase 1 of the project is now complete, with a rubberized 8-lane running track with all track & field events, such as long jump, pole vault, and steeplechase. Within the perimeter of the track is an all weather grass field that is considered to be one of the best fields on the Island. There is also a walking trail and a future nature area for visitors to enjoy.

Construction of an illuminated box for lacrosse has now begun. An artificial surface for field hockey, 3 slo-pitch diamonds, two more grass playing fields and a clubhouse are slated for future development. This construction will infuse another \$5 million to the local economy over the next 5 years.

**It is estimated that 300,000 people will visit the completed Sportsplex each year.** These numbers will build as the facility develops and as tournaments and events grow in number and popularity. Usage of the completed facility will be by local sporting associations for their invitational tournaments and league games. By local schools for track meets and school P.E. programs. By provincial and national rep teams for training camps and tournaments. The Sportsplex will also provide the Cowichan Valley with a gathering place for community events.

**The estimated economic impact of the Cowichan Sportsplex is \$2.2 million annually!** Of the estimated 300,000 visitors, there will be thousands who travel from out of town to attend tournaments, training camps, community events, or who come to watch their family & friends participate. An interesting statistic is that the average out of town, sports event visitor, spends \$110 per day.

**Having safe & healthy citizens is a top priority for the supporters of the Cowichan Sportsplex.** This facility not only boosts local economies, but it adds to the desirability of our community. Quality and quantity of recreational facilities are part of the criteria used by many businesses and individuals when deciding where to locate. By providing quality sports facilities, we support fair play, self-esteem, good citizenship, self-discipline, respect, and cooperative behavior. These are values that are important to a healthy and safe community, one with lower crime rates, and a heightened sense of community pride.

The Cowichan Sportsplex is home to such community events as the Cowichan 12-Hour Relay, Canada Day Celebrations, Beverly Corners Show & Shine and the Super Cities Walk/Run for MS. It is a facility that has enjoyed tax-deductible financial support from many local businesses, individuals,

service clubs, organizations, and governments of all levels. This is truly a community project and will benefit all ages and abilities.

**Every community needs champions!** Sport is part of our culture. The champions of sport - great and small - build the very soul of our community. The Cowichan Sportsplex is actively [seeking corporate partners](#) to champion completion of our multi-sport facility.

We invite businesses & corporations to consider the options available, including naming rights of facilities on site, sponsorship of events, in kind contributions, planned giving or other donations. Together we can build the kind of community where youth are on the right track towards becoming fully participating members of society, where the workforce is energetic and competent, where seniors are active and healthy, and where community pride runs rampant.

This is the vision behind the Cowichan Sportsplex. It is truly a vision worth investing in!

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