

## News Release

FOR IMMEDIATE RELEASE

September 4, 2018



### **New grants available to support sporting events in the Cowichan Valley**

The Cowichan Valley Regional District has established a new sport tourism initiative that will help promote the region as a sports destination.

The CVRD Board of Directors has allocated up to \$30,000 in annual grants to individual sports organizations and businesses to attract and enhance sporting event activity in the region. Grants are available in increments from \$500 to \$3000, with two application intake periods per year. Eligible events include tournaments, championships, demonstrations, showcases, and training camps.

Local organizations will have until October 1, 2018 to apply for grants to support events taking place from January to June, 2019.

“The CVRD is pleased to provide another layer of support to sports organizations in their bids to host regional, provincial, national and international events,” said Jon Lefebure, Chair of the Cowichan Valley Regional District. “Our goal is to support the launch of sporting events that otherwise may not be possible, ultimately raising awareness and desirability of our region as a sports destination.”

In 2016, the CVRD introduced several sport tourism initiatives committed to providing sports organizations with resources and support. These include a comprehensive website, databases of facilities and contacts, an events calendar, an inventory of event hosting equipment, and the Sport Tourism hosting guide. Access to all of these resources is available online.

Grant eligibility criteria and application forms can be found at [www.cvr.bc.ca/sportstourism](http://www.cvr.bc.ca/sportstourism)

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

John Elzinga  
General Manager, Community Services  
250.746.2520  
[jelzinga@cvrd.bc.ca](mailto:jelzinga@cvrd.bc.ca)