



FOR IMMEDIATE RELEASE

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WIN for KC's Camp WIN empowered 600 girls through sports

KANSAS CITY, MO (June 27, 2016) – WIN for KC hosted 600 girls ages 6-12 at the 14th annual Camp WIN during two week-long sessions where they were introduced to 16 sports and fitness activities, such as cycling, field hockey, tennis and wrestling. Camp WIN introduces girls in the Kansas City area to a variety of sports and fitness activities over four days, as well as WIN for KC's owned and developed curriculum, LIVE ACTIVE.

"For young girls, the benefits of participating in sports extend well beyond physical fitness," said Lisa Diven, Director of WIN for KC. "Girls that participate in sports perform better in school, have higher levels of self-esteem and are more likely to develop into strong leaders in the business world. When girls participate in sports, the entire community benefits. Camp WIN offers a wide variety of sports and activities from yoga to rugby so that every girl can find her favorite activity, even if it isn't traditionally a girls' sport. Our hope is that the girls find something they connect with and they will continue to participate in even after camp has ended."

Through WIN for KC's peer mentor program, LIVE ACTIVE, campers learned essential lessons in respect, goal setting, determination and leadership to promote healthy and active lifestyles. Through the activities and daily lessons, campers walked away with life skills that can translate both on and off the field. Each camper receives their own LIVE ACTIVE workbook to write in and take home at the end of the week.

Coaches and instructors from local universities, colleges, high schools and area organizations donated their time to teach the girls the fundamentals of the different sports. Campers worked in teams led by 160 female high school student-athletes serving as Team Captains who earned community service hours as they developed their leadership skills. Camp WIN also includes a guest speaker each day who shares her story about what sports has meant to her life. This year Camp WIN featured World Cup Champion and three-time Olympic Gold medalist, Heather O'Reilly.

The first session of camp was held Monday, June 6, through Thursday, June 9, at St. Teresa's Academy. The second session was held Monday, June 20, through Thursday, June 23, at Notre Dame de Sion High School. Both camps ran from 9 a.m. to 4 p.m. daily.

Camper parent Jason Booker said: "Ava is having such a great week at Camp WIN. She says she can't wait to be a coach someday. Unbelievable speakers that talk to the girls each day. What a great experience at such an impressionable age."

About WIN for KC

The Women's Intersport Network for Kansas City (WIN for KC), was established in 1994 under the umbrella of the Greater Kansas City Sports Commission, with the mission to empower girls and women through advocating and promoting the lifetime value of sports and fitness, while providing opportunities for participation and leadership development. WIN is a volunteer, membership-driven organization that operates as a division of the Kansas City Sports Commission and Foundation. For more information, visit WINforKC.org.

About Kansas City Sports Commission

The mission of the Kansas City Sports Commission & Foundation is to drive Kansas City's overall sports strategy, to enrich the quality of life, create economic impact and raise visibility for our region, with the vision of making a better Kansas City through Sports. www.sportkc.org

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