
Media Release

Nova Scotia Launches *Support 4 Sport* Lottery Products to Create New Sports Funding from Playground to Podium

August 29, 2006 – Halifax: The Nova Scotia Gaming Corporation (NSGC) launched a new program today to enhance sports funding “from playground to podium.” *Support 4 Sport* is a suite of ticket lottery products that will raise money for sport in Nova Scotia.

“Investing in sport is investing in a healthier, stronger future. This funding will create opportunities for everyone from 5-year-olds who want to play soccer to 19-year-olds who want to compete in Olympic paddling, to 60-year-olds who want to play recreational tennis,” says Marie Mullally, President and CEO of NSGC.

One hundred percent of the profits from all *Support 4 Sport* branded lottery products will go directly to sport in Nova Scotia. The program will raise at least \$2 million a year, which represents a 50% increase in current annual provincial sport funding. Half the money (\$1 million in 2007-08) will go to the Halifax 2014 Commonwealth Games, and the other half (\$1 million in 2007-08) will be distributed by Sport Nova Scotia’s Amateur Sport Fund. This money will be used to buy sports equipment, create and enhance recreation/participation programming for all ages, support performance training programs for competitive athletes and hire coaches at all levels.

“This money will go a long way,” says Jamie Ferguson, CEO of Sport Nova Scotia. “Just to give you an idea of the incredible impact this will have - with our provincial and community partners, our Sport Futures Leadership program results show that with \$1 million, we could deliver participation programs to 200,000 people, host 2,400 sports clinics and train 6,000 leaders in communities across this province. On behalf of Sport Nova Scotia and Canadian Sport Centre Atlantic, we applaud government for creating opportunities for excellence and fostering a culture of sport.”

The first ticket in the *Support 4 Sport* series is a Commonwealth Games-themed package of scratch tickets. Nova Scotia Gaming Corporation (NSGC) and Atlantic Lottery Corporation (ALC) unveiled the ticket today at a launch event at the Centennial Arena in Halifax. This ticket is being sold across Atlantic Canada to raise \$500,000 for the Halifax 2014 Commonwealth Games bid. In Nova Scotia, the ticket profits are being split between the Commonwealth Games and amateur sport through the *Support 4 Sport* program.

“We are so proud to share the spotlight and the profits with amateur sport. This is what the Commonwealth Games are really about – inspiring excellence, creating opportunities and improving access to sport facilities and programs for everyone. The Halifax 2014 Games are much bigger than

simply a sporting event, they are about creating a legacy of sport excellence and today marks another milestone in our exciting journey to bring home the Games,” says Fred MacGillivray, Chair of the Halifax 2014 Commonwealth Games Bid Committee.

The Commonwealth ticket is being sold in Atlantic Lottery retail locations across Atlantic Canada. As with all ALC products, these games are only available for sale to adults 19 years of age and older. The next ticket in the series of *Support 4 Sport* products will be introduced in Nova Scotia in 2007.

“Today’s announcement is one part of creating the kind of change we need in Nova Scotia. The change we’re talking about today is about making it easier for people all over Nova Scotia to participate in sports,” says Barry Barnett, Minister of Health Promotion and Protection.

The *Support 4 Sport* program was created by Sport Nova Scotia, Canadian Sport Centre Atlantic, the Nova Scotia Department of Health Promotion and Protection and the Nova Scotia Gaming Corporation. As NSGC’s ticket lottery operator, ALC is responsible for developing and distributing the sport-themed lottery tickets on behalf of NSGC in Nova Scotia. The beneficiaries are the 2014 Commonwealth Games, if Halifax wins the bid to host the Games. If Halifax does not win the bid, the funding will be directed to the 2011 Canada Games. Sport Nova Scotia’s Amateur Sport Fund will receive the other 50% of the funding. All money directed to the *Support 4 Sport* program will be closely tracked and the results will be reported publicly on an annual basis.

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Fact Sheet

Support 4 Sport

100% of profits go toward creating opportunities in sport from playground to podium

What is Support 4 Sport?

Support 4 Sport is a series of themed ticket lottery products that will be sold in Nova Scotia to raise funding for sport in the province.

These tickets are expected to raise \$2 million in 2007-08. This represents a 50% increase in current annual provincial sport funding.

This new funding will be distributed through two organizations:

- ▶ 50% (\$1 million in 2007-08) will go to Sport Nova Scotia to be distributed through Sport Nova Scotia's Amateur Sport Fund.
- ▶ 50% (\$1 million in 2007-08) will go to the Halifax 2014 Commonwealth Games if Halifax is selected as the host city. If Halifax is not selected, the 50% will be designated to the 2011 Canada Games.

The Halifax 2014 Commonwealth Games ticket launched August 29th is the first ticket providing funding to the Support 4 Sport program. It is a unique product because all four of the Atlantic Provinces are taking part. Further Support 4 Sport ticket lottery products will be introduced in 2007 and they will only be available in Nova Scotia. They will be branded with the Support 4 Sport logo to show consumers that all profits go directly to sport in Nova Scotia.

Where will the money go?

The money provided annually to the Halifax 2014 Commonwealth Games will help provide funding for facilities and infrastructure for the Games and for all Nova Scotians.

The funding provided annually to Sport Nova Scotia's Amateur Sport Fund will help pay for sports equipment, participation and performance programming and hiring coaches at all levels.

This funding will create opportunities for everyone from 5-year-olds who want to play soccer to 19-year-olds who want to compete in Olympic paddling, to 60-year-olds who want to play recreational tennis.

Support 4 Sport will help individuals and communities achieve their best.

Why sport?

Sport is critical to the overall health and well-being of Nova Scotians.

- Less than 20% of Nova Scotians participate in registered sport programs each year.
– Sport Nova Scotia
- 58% of Nova Scotia youth aged 12-19 are not active enough for optimal growth and development.
– Canadian Fitness and Lifestyle Research Institute (2002)
- More than 700 Nova Scotians die prematurely each year due to physical inactivity, accounting for 9% of all premature deaths.
– GPI Atlantic (2002)
- Obesity costs Nova Scotia \$1 billion per year.
– Kranc, Joel (2004)
- 44% of Nova Scotians are overweight or obese increasing the risk of heart disease and other health problems.
– Nova Scotia Department of Health (2003)

What is the need?

- There is a significant need for funding for participation and performance programming, coaching and facilities in Nova Scotia.
- \$1.4 million is spent annually on registered sport participants in Nova Scotia (\$1.45 per person), one of the lowest funding levels in the country.
- Nova Scotia is one of only two provinces that doesn't directly fund coaching positions.
- Funding in performance programs is an average of \$950 per athlete per year, well behind other provinces.
- The last time there was a major influx of infrastructure funding was when many of Nova Scotia's arenas were built in honor of the Centennial beginning in 1967.

What is the goal?

Support 4 Sport has four key objectives:

1. increase province-wide participation rates;
2. create better access to effective programs;
3. provide benefits to both urban and rural communities; and,
4. give all Nova Scotians the opportunity to get "from playground to podium."



Fact Sheet

Halifax 2014 Commonwealth Games Bid Scratch Ticket

What is the Halifax 2014 Commonwealth Games Bid Ticket?

Nova Scotia Gaming Corporation (NSGC) and its ticket lottery operator, Atlantic Lottery Corporation (ALC), launched a Commonwealth Games-themed Super Pack of four scratch tickets that will help raise money for the Halifax 2014 international bid.

These tickets are an innovative way for NSGC and ALC to provide corporate support to help bring the 2014 Commonwealth Games and their legacy to Halifax.

The Halifax 2014 Commonwealth Games Super Pack will be sold in ALC retail locations across Atlantic Canada and will raise approximately \$500,000 to bring this world class sporting event to Halifax.

Why the Commonwealth Games?

The Halifax 2014 Commonwealth Games bid provides an excellent opportunity to focus on sport and the legacy the Games will bring to the Province.

The last time there was a major infusion of infrastructure funding in Nova Scotia was when many of the province's arenas were built to celebrate the Centennial back in 1967.

Once the Commonwealth Games are over, the lasting infrastructure and legacy funding will provide increased support to ensure that sport dreams become reality for all Atlantic Canadians, from playground to podium.

The Commonwealth Games are an international sport and cultural event held every four years in which athletes from 71 Commonwealth nations and territories compete. In December 2005, Halifax won the right to be Canada's candidate city for the 2014 Commonwealth Games.

In competition with Glasgow, Scotland, and Abuja, Nigeria, the Halifax 2014 bid committee is now focused on developing and winning the international bid, which will be awarded by the Commonwealth Games Federation on Nov. 9, 2007 in Sri Lanka.



*As with all Atlantic Lottery products, the Commonwealth Games-themed ticket will only be available to customers over 19 years of age.

How is the money being raised?

NSGC and ALC have committed to essentially providing a \$500,000 corporate donation. To achieve this, retailers in all four Atlantic Provinces will sell the Commonwealth Games-themed tickets and donate all money raised, up to the \$500,000 level, to the Halifax 2014 Commonwealth Games bid.

Money raised in excess of \$500,000 in Prince Edward Island, New Brunswick and Newfoundland will go to general revenues in each province, as with all other ticket lottery products.

In Nova Scotia, money in excess of \$500,000 will go to *Support 4 Sport*. This means the Commonwealth Games ticket will become the first in the *Support 4 Sport* series of sports-themed tickets that will raise money for sport in Nova Scotia.

Why Lottery Tickets?

Developing a partnership between sport and the lottery is not new. The lottery was originally legalized in Canada for the purpose of sport development and major event hosting. This provides an opportunity to breathe new life into this historic connection and support an event that will benefit individuals and communities across our region.

What is *Support 4 Sport*?

Support 4 Sport is a suite of themed lottery products that will be sold in Nova Scotia to raise funding for sport in the province. These tickets are expected to raise \$2 million in 2007-08. This represents a 50% increase in current annual provincial sport funding.

The *Support 4 Sport* program was created by Sport Nova Scotia, Canadian Sport Centre Atlantic, the Department of Health Promotion and Protection and the NSGC. As NSGC's ticket lottery operator, ALC is responsible for developing and distributing the sport-themed tickets in Nova Scotia.

The money raised through *Support 4 Sport* will be distributed as follows:

- ▶ 50% (\$1 million in 2007-08) will go to Sport Nova Scotia to be distributed through Sport Nova Scotia's Amateur Sport Fund.
- ▶ 50% (\$1 million in 2007-08) will go to the Halifax 2014 Commonwealth Games if Halifax is selected as the host city. If Halifax is not selected, the 50% will be designated to the 2011 Canada Games.



Fact Sheet

Support 4 Sport Organizations

What is *Support 4 Sport*?

Support 4 Sport is a series of themed ticket lottery products that will be sold in Nova Scotia to raise funding for sport in the province. These tickets are expected to raise \$2 million in 2007-08. This represents a 50% increase in current annual provincial sport funding.

The *Support 4 Sport* program was created by Sport Nova Scotia, Canadian Sport Centre Atlantic, the Department of Health Promotion and Protection, and the Nova Scotia Gaming Corporation (NSGC).

There are three organizations in Nova Scotia that will be leading the ongoing delivery of the *Support 4 Sport* program:

Sport Nova Scotia (SNS)

Sport Nova Scotia is a beneficiary of the *Support 4 Sport* program. 50% of funding from the program (\$1 million in 2007-08) will be directed to and distributed by Sport Nova Scotia's Amateur Sport Fund to be used for equipment, participation and performance programming and coaching. This funding will make a tremendous difference. For example, results from Sport Nova Scotia's Sport Futures program indicate that \$1 million could be used to deliver participation programs to 200,000 kids, host 2,400 sports clinics and train 6,000 leaders in communities across the province.

SNS is a non-profit, non-government organization, representing more than 60 provincial sport organizations and more than 160,000 registered sport participants. As the voice for sport, SNS promotes the benefits of health, personal development and achievement for all participants.

Nova Scotia Amateur Sport Fund: A Sport Nova Scotia program designed to assist and promote the development of athlete-centred amateur sport in Nova Scotia. Grants distributed through the fund assist in the training and development of amateur athletes, coaches, officials, and provincial/community-based sport organizations.

Canadian Sport Centre Atlantic (CSCA) is the Atlantic arm of the national network of multi-sport training centres that link high performance athletes and coaches with sport-related services and qualified service providers. CSCA will help SNS deliver the funding to high performance athletes throughout the province.

Halifax 2014 Commonwealth Games Bid

The Halifax 2014 Commonwealth Games are also a beneficiary of the *Support 4 Sport* program. If Halifax is successful in winning the international bid, the Games will receive funding each year (\$1 million in 2007-08) to support the infrastructure upgrades needed to make the participation programs that are being funded through *Support 4 Sport* successful. If Halifax is not selected as the host city, the funding will be directed to the 2011 Canada Games.

The last time there was a major infusion of infrastructure funding in Nova Scotia was when many of the province's arenas were built to celebrate the Centennial back in 1967 and prepare for the Canada Games being hosted in 1969.

The Halifax 2014 Commonwealth Games provide an excellent opportunity to focus on sport and the legacy the Games will bring to the Province. The Halifax 2014 Commonwealth Games Bid will receive up to \$500,000 in funding to support the bid to bring the Games to Halifax through a Commonwealth Games-themed Super Pack of scratch tickets that was launched by the Nova Scotia Gaming Corporation and its ticket lottery operator, Atlantic Lottery Corporation (ALC).

Nova Scotia Gaming Corporation (NSGC)

A founding partner of *Support 4 Sport*, NSGC is the crown corporation that manages the business of gaming in the province. NSGC exists to conduct and manage a safe and regulated industry that generates sustainable revenue in a socially responsible manner. In this role, NSGC is responsible for the ticket lottery business line, which is the funding source of the *Support 4 Sport* program.

As NSGC's ticket lottery operator, ALC is responsible for developing and distributing the sport-themed lottery tickets on behalf of NSGC in Nova Scotia. ALC is also supporting amateur sports across Atlantic Canada by providing \$50,000 in donations to 10 regional amateur sports groups, as chosen by the winners of the \$5,000 prizes on the Halifax 2014 Commonwealth Games Super Pack ticket.

