

For Immediate Release

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MHRC joins TRUE SPORT movement

Milton Heights Racing Club offers a wide range of programs and instruction for recreational and competitive skiers. Particular attention is paid to youth programs and thus the club's unofficial motto is, "we help raise great kids who are good skiers." The character and/or personality of the club is fun, active, outdoorsy, friendly, inspirational, athletic, spirited, competitive and family oriented. This translates into an essence revolving around the idea of living well through sport. Knowing this, it is easy to understand how the club motto evolved and why MHRC proudly boasts about its community oriented young adults....the attention and investment has paid for itself.

As an extension of its commitment to youth and club essence MHRC has joined the TRUE SPORT movement. TRUE SPORT is a national movement of communities and groups dedicated to "ensure a positive, meaningful and enriching experience for all who participate in sport." The movement is based on the belief that good sport can help build lasting strength in individuals, as well as healthy, vibrant communities and a more socially connected Canada. TRUE SPORT revolves around the values of fairness, excellence, inclusion and fun.

Participation in the TRUE SPORT movement is graduated allowing organizations like MHRC to evolve its commitment over time. Levels of commitment include:

- 1) JOIN IT - more of a declaration that you believe in the positive contribution sport can make to communities and youth.
- 2) SHOW IT - involves displaying the TRUE SPORT logo on club materials including apparel, website and letterhead.
- 3) LIVE IT - a deeper commitment that translates into the development of programs and activities around a range of topics such as fair play, parental conduct, violence in sport and community involvement.
- 4) GROW IT - taking a leadership role and encouraging other organizations to join the movement.

MHRC is excited and committed to be joining the TRUE SPORT movement. The club's executive has made it an objective to embrace the movement and set a standard for other organizations, in particular ski clubs across Ontario, to follow.

About Milton Heights Racing Club

Founded in 1970, MHRC is a not-for-profit organization operating out of the Glen Eden Ski Centre in Milton, Ontario. Skiers range from 3 to 70+ years of age. The majority of members are from suburban communities west of Toronto (**Mississauga, Oakville, Burlington, Milton and Flamborough**) looking for

accessible and affordable skiing. MHRC fields a number of teams for ages 7 to 19 and a Masters team for adults. For more information on MHRC, please visit www.miltonheights.com . To learn more about TRUE SPORT and how you can join the movement visit www.truesport.ca .