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STUDENTS THRIVE IN SUMMER ROLES

XploreSportZ program provides valued opportunities



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July 9, 2009, ABBOTSFORD – Captain of the University of the Fraser Valley Soccer Team, Emma Broadfoot, landed her summer job with PacificSport Fraser Valley for the second year as XploreSportZ Camp Coordinator. A student of the Business Administration program at UFV, Broadfoot welcomes the opportunity to put her marketing knowledge to work planning the promotions for the XploreSportZ Summer Day Camps. The XploreSportZ program provides day camps that encourage kids aged 7-12 to test drive up to 10 Olympics or Paralympic sports in sessions led by certified coaches.

“Having a summer job that challenges my abilities in a selected area of study is a bonus,” explains Broadfoot. “It has also helped point me towards career choices that capitalize on my interests. I have learned through my role at the day camps that, when choosing my career path, it must involve working with children!”

Broadfoot also recognizes the importance of helping children find their ideal sport. “I consider myself so lucky to have found my sport and, since everyone has different abilities and preferences, it’s important for children to explore a wide range of sports until they find their best fit. That’s why I believe in the philosophy of the XploreSportZ program. It’s such a great opportunity for kids to find two or three sports that suit their abilities – whether it’s a target sport that requires quiet concentration or an interactive team sport that requires high energy. Once they find their sports, they can continue to develop and possibly even become an Olympian or Paralympian who we’ll be cheering for!”



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“Attracting students of Emma’s caliber, both athletically and scholastically, is our goal each summer,” claims Linda Palm, General Manager of PacificSport Fraser Valley. “We are privileged to have had many enthusiastic and dedicated students lead the XploreSportZ program over the past six years. With a focus on supporting athletes and coaches, our organization tries to identify suitable candidates from the athlete/coach population and have always had remarkable success. Through a funding grant from Services Canada, we were able to hire four top-notch students this summer – all with strong sport backgrounds.”

Typical of the students seeking summer employment in the sport sector, Broadfoot started playing her sport at a young age and, as she grew to excel in soccer, her passion grew and the opportunities for play on provincial and national teams followed. Broadfoot admits, “Being involved in a sport I’m so passionate about has given me direction throughout most of my life. My experience in sport allows me to speak of my ability to work in a team setting, to manage my time and prioritize tasks. Without soccer, I may not have mastered these skills, or be as well prepared for the future.”



“Emma is an ideal role model for the XploreSportZ camps. She’s an enthusiastic leader willing to try anything new; she shows compassion for others; and she respects the roles of her colleagues,” comments Palm. “She embraces the opportunity to learn from seasoned staff and to try new challenges – which fits well with PacificSport’s policy of contributing to the growth of student athletes.”

To learn more about PacificSport Fraser Valley or the XploreSportZ Summer Day Camps, contact Emma at 604-864-4681.



PacificSport – Powering Sport Performance

The network of PacificSport Centres, in partnership with Canadian Sport Centre Pacific, delivers sport performance programs to help athletes and coaches win medals for Canada. Working in support of our national, provincial and regional sport partners PacificSport is creating a stronger system for the development of athletes, coaches, performance enhancement teams and sport performance facilities.

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