

Heart Niagara to Celebrate Sport on Niagara Jersey Day

Annual fundraiser to support children's physical literacy programming

Niagara Falls, Ontario - November 7, 2016: To mark this year's Niagara Jersey Day, a local celebration of sport, Heart Niagara is hosting an event on Thursday, November 10, 6pm-10pm, at Boston Pizza Americana.

"We're thrilled to organize Niagara Jersey Day," says Heart Niagara's executive director, Karen Stearne.

"The city of Niagara Falls has a long tradition of supporting its local teams and clubs. Sport is great for our community and is something we can all get behind."



The Niagara Jersey Day event will be hosted at Boston Pizza inside of The Americana Resort. Guests are invited to wear their favourite team jersey, hat, jacket, or t-shirt. They'll have the opportunity to bid on silent auction items that include sports memorabilia, game tickets and gift certificates. Prizes will be raffled off throughout the event and YouBooth photo booths will be on-site to capture all of the Niagara Jersey Day enthusiasts!

Boston Pizza has generously agreed to donate 10% of that evening's dining receipts and Niagara Jersey Day donations to Heart Niagara's children's physical literacy programming. Physical literacy is the cornerstone of both participation and excellence in physical activity and sport.

On November 10th, Heart Niagara is also encouraging schools and workplaces to allow students and employees to wear their favourite jersey to school or work, in exchange for a \$5 donation per person. To date, Niagara Falls NDP MPP Wayne Gates' office, Advanced Chiropractic, The Americana, along with Stamford, E.L. Crossley and Niagara Christian College are participating.

"We're tremendously thankful that the Niagara community including businesses, schools and sports organizations have shown their support for sport and Heart Niagara," said event organizer and kids programming coordinator, Terra Pasco.

"If we want children to be active for life, they need to develop physical literacy at a young age. During Heart Niagara's summer camp and after school programs, children take part in physical activities that will improve their fundamental movement skills, boost their self-esteem and confidence. The funds raised from Niagara Jersey Day will go towards setting a foundation for a lifetime of activity and health."

Heart Niagara continues to seek donations for the silent auction, sponsors and school and workplace Niagara Jersey Day campaigns. For further information please call 905-358-5552 x 118, email terrapasco@heartniagara.com or visit heartniagara.com.

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NOVEMBER 10TH IS

NIAGARA JERSEY DAY



JOIN US AND SHOW YOUR TEAM PRIDE AT
BOSTON PIZZA AMERICANA 6P-10P

Giveaways
every 30
minutes

Silent Auction with
Sport Memorabilia,
Jewelry, Gift
Certificates and
MORE!



All proceeds support Heart Niagara's Kids Physical Literacy Programming

For further information please contact:

Heart Niagara Inc.

Phone: 905-358-5552

Email: info@heartniagara.com

For 39 years, Heart Niagara has been providing cardiac health education and services to the region on a non-profit level, relying on the generosity of the community to support its programs.

[Visit our website](http://www.heartniagara.com)



Making Niagara Heart Healthy Since 1977