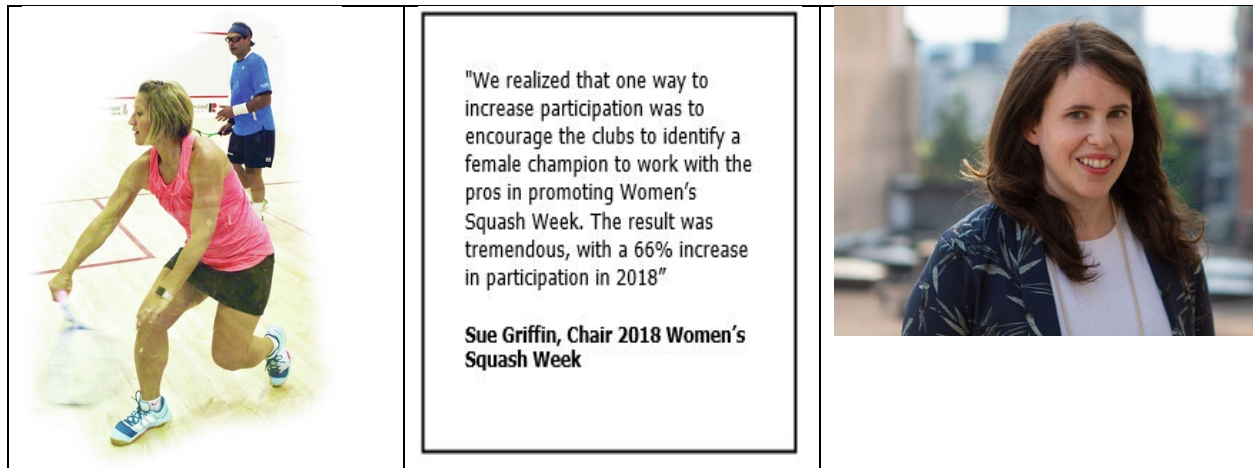


Two Women Crowned Emerging Leaders in BC Squash Community



Elsa Snyder (right) Rebecca Vassilakakis (left)

Two British Columbian women have been recognized as Champions of women's squash in the province. Elsa Snyder of Vancouver (Bentall Centre Athletic Centre) and Rebecca Vassilakakis of Castlegar (Nelson Squash Club) were both named as emerging female leaders in the sport of squash, with each of their clubs being recipients of a \$500 grant award from the Squash BC Emerging Female in Squash program.

This program was established in 2018 as a new initiative to attract and retain women and girls in squash. Clubs were encouraged to identify and nominate a female ambassador who is committed to promoting the sport to girls and women at their respective clubs. Eligibility for the grant program was open to the 18 participating clubs in the annual September Women's Squash Week. Through an online nomination process, participating clubs nominated a female champion who best aligned with program criteria: going over and beyond to promote and identify opportunities to participate as well as encourage overall enjoyment of the sport.

The grants are to be used by the clubs to promote and deliver squash programs for girls and women through the calendar year (2019).

Over the past 20 years in Canada, female participation in sport in Canada has continued to decline and Squash BC has also been impacted by this downward trend. "Reversing this decline is a major priority for our organization and growth initiatives such as the Emerging Female Leader in Squash and strategic partnerships with organizations such as ProMOTION Plus and Buntain Insurance directly align with our sport association's mission and strategic direction" said Natasha Doucas, President of Squash BC.

The Emerging Female Leader in Squash program is presented by Squash BC in partnership with ProMOTION PLUS and Buntain Insurance.