

*MEDIA ADVISORY*

**Monday, March 25, 2019**

**FOR IMMEDIATE RELEASE**

**MATAWA EDUCATION & CARE CENTRE WORKS WITH SPIRIT NORTH ON  
DEVELOPING A CROSS-COUNTRY SKI PROGRAM**

**THUNDER BAY, ON:** The Matawa Education & Care Centre (MECC) Outdoor Education Class will host their first Cross-Country Ski Day in partnership with [Spirit North](#) a charitable organization established in 2009 that is run by former cross-country ski racing Olympian Becky Scott.

Dedicated to improving the lives of Indigenous children and youth through the transformative power of sport and play, Spirit North began with just 4 communities in its first year, and now works in more than 30 Indigenous communities reaching an average of 6,000 children and youth annually with programming designed to improve the lives of Indigenous children and youth, through access to sport and physical activity. MECC will be the first program they will work with in Ontario.

Spirit North will be providing MECC with over 30 full sets of ski equipment, and support to develop a ski program including future cross-country ski coaching certification from the National Coaching Certification Program (NCCP). Local store, [Fresh Air Experience](#) has also been invaluable in working with Spirit North to provide equipment.

10 MECC students will be participating in lessons and skiing.

Members of the media are cordially invited to attend the first MECC/Spirit North Cross-Country Ski Day to learn more about this partnership.

**Date:** Tuesday, March 26, 2019  
**Location:** Kamview Nordic Centre, 851 20th Side Rd., Thunder Bay, Ontario  
**Time:** 1:30 p.m.

— 30 —

*For more information, please contact Carol Audet, Communications Manager – Matawa First Nations Management at (807) 632-9663 or by email at [caudet@matawa.on.ca](mailto:caudet@matawa.on.ca)*



ENVISION • LEARN • ACHIEVE