



For Immediate Release — Thursday, February 11, 2016

## **University of Lethbridge and 1st Choice Savings and Credit Union ready to welcome community for Play Day**

How can you be the hero in your family's story? The answer is easy – bring them to the University of Lethbridge for Play Day 2016, the annual Family Day activity that has been celebrating the benefits of play since 2012.

This year's fairy tale theme invites families to come to the 1st Choice Savings Centre for Sport and Wellness to simply enjoy playing. Build a castle, climb the beanstalk or uncover your magical powers – whatever inspires you to play.

"This is the fifth year that we have joined with 1st Choice Savings and Credit Union to present Play Day and honestly, I think it just keeps getting bigger and better," says U of L President and Vice-Chancellor Dr. Mike Mahon. "We see Family Day as an opportunity to celebrate with our community the importance of play and strengthening family bonds. As a University devoted to bettering our community, Play Day embodies that ideal."

The U of L will open its doors for play on Monday, February 15, 2016 from 11 a.m. to 3 p.m.

Jason Sentes, President and Chief Executive Officer of 1st Choice Savings and Credit Union, says Play Day has become a community tradition they are proud to have helped establish.

"We put great value on the opportunity for families to connect with one another through play activity, and we always look forward to partnering with the University in presenting this event to the southern Alberta community."

Play is essential for physical and emotional growth, for mental, intellectual and educational development, and for acquiring social and behavioural skills.

This year's Play Day activities include creative activities such as silhouette storytelling, athletic activities like swimming, basketball, rock climbing and floor hockey, as well as carnival games with a fairy-tale twist, such as Pin the Nose on Olaf, Crown Making and the 3 Little Pigs Gutter Boat Races. Of course, the classic free build zone will occupy the

entire South Gym and kids of all ages will be able to choose from a selection of fairy tale characters in the face painting zone.

Admission and parking for Play Day are free and people are encouraged to bring gym shoes, comfortable clothing and a swimsuit to maximize their opportunity for fun.

-- 30 --

Contact:

Trevor Kenney, News & Information Manager  
403-329-2710  
403-360-7639 (cell)  
[trevor.kenney@uleth.ca](mailto:trevor.kenney@uleth.ca)