



**For Immediate Release:**

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## **THE 2011 WOMEN'S U25WWBC UNVEILS COMMERCIAL TO FUND SCHOLARSHIP AWARD FOR LOCAL TEEN**

**(St. Catharines, ON)** – In celebration of the first-ever 2011 Women's U25 World Wheelchair Basketball Championships, event co-hosts Wheelchair Basketball Canada and Brock University are proud to unveil a commercial to fund a scholarship award for St. Catharines teen Dino Sabic.

The commercial features Team Canada athlete Cindy Ouellet. For each view the commercial generates, Affinity Productions, Pym & Cooper and other community supporters pledge to donate \$1 to the scholarship fund. They will contribute up to \$1000 towards Sabic's studies at Brock University beginning this fall.

On July 3, 2010, the day following his high school prom, Sabic struck his head while diving into a pool and fractured his C7 vertebrae. The accident left him paralyzed from the waist down. Twelve months later, he continues to forge ahead on his road to recovery and he hopes to walk again one day.

As the ambassador for Team Canada at the U25WWBC, Sabic led the team onto the court during the tournament's opening ceremony and will participate in team activities throughout the week. An avid athlete himself, he will have the opportunity to share his story and learn from the competitors at the tournament.

To help support Sabic, you can watch the commercial online through the official event website at <http://www.u25wwbc.com/u25-hub/featured-videos>.

The event organizers also unveiled commercials featuring Team Canada athletes Jamey Jewells and Maude Jacques. All three videos are on the tournament website and will also air on TVCogeco. In addition to competing for the Canadian U25 squad, Ouellet, Jewells and Jacques are also members of the Sr. Women's National Wheelchair Basketball Team.

For your chance to see Sabic and Team Canada in person, you can purchase tickets to the U25WWBC at the door. The tournament runs July 15-21, 2011 at Brock University in St.

Catharines, ON and features competition from eight international teams: Australia, Canada, Germany, Great Britain, Japan, Mexico, South Africa and the United States.

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### **About the 2011 U25WWBC**

The first-ever Women's U25 World Wheelchair Basketball Championships is a milestone event in the ongoing growth of wheelchair basketball around the globe and forges a legacy of unprecedented opportunity for young women in sport. The tournament features teams from Australia, Canada, Germany, Great Britain, Japan, Mexico, South Africa and the United States. The International Wheelchair Basketball Federation event is co-hosted by Wheelchair Basketball Canada and Brock University.

The tournament is brought to you in part by Sport Canada, the Government of Ontario, the Ontario Trillium Foundation, the Canadian Paralympic Committee, 49 Bespoke and Visit St. Catharines. Visit [www.u25wwbc.com](http://www.u25wwbc.com) for more information.

### **About Wheelchair Basketball Canada**

Wheelchair Basketball Canada is the national sports governing body responsible for the organization of wheelchair basketball in Canada. It is a non-profit, charitable organization that is the Canadian member to the International Wheelchair Basketball Federation (IWBF).

Wheelchair basketball is a fast paced, hard-hitting, competitive sport that has emerged as one of the most competitive and athletic sports played at the Paralympic Games. Our senior national teams are held in high esteem around the world for the elite skill and control that placed them on the podium with a combined five gold and one silver medal in the last five Paralympic Games. Visit: [www.wheelchairbasketball.ca](http://www.wheelchairbasketball.ca) for more information.

### **About Brock University**

Brock University is located atop the Niagara Escarpment in Ontario's Niagara peninsula. With 17,000 full-time students and nearly 600 faculty, Brock is buzzing with activity and welcoming visitors to the campus every day.

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