



Press Release

For Immediate Release:

October 13, 2010

COURTNEY POLLOCK JOINS WHEELCHAIR BASKETBALL CANADA AS COMMUNICATIONS AND ADMINISTRATIVE ASSISTANT

(Ottawa, ON) Wheelchair Basketball Canada is pleased to announce that Courtney Pollock has joined the organization as part-time communications and administrative assistant.

“We are very impressed by Courtney’s demonstrated writing, editing, and research skills, as well as her professionalism, and know that she will make a great addition to our team. We look forward to her contributions as we continue to ramp up our communications efforts,” said Wendy Gittens, Wheelchair Basketball Canada Executive Director.

As communications and administrative assistant with Wheelchair Basketball Canada Pollock will assist with the day-to-day operations of the organization and help enhance internal and external communications. She will aid in the ongoing maintenance/updating of the organization’s website and social media channels, as well as assist in the writing and distribution of media relations materials including media releases, athlete bios, and the compilation of statistical data. Other duties include contributing to the design, layout, and production of publications and marketing collateral, as well as assist in the planning of special events, tournaments and championship events.

Pollock is a recent graduate of Carleton University’s esteemed journalism program. As a published writer she has plenty of experience producing profiles, features, and other news copy for print and the web.

Her past work experiences include being an administrative assistant with the federal government as well as promotions assistant with CHUM Radio Ottawa. In 2008 she had the opportunity to assist in the production of a strategic communications plan for the OK Clean Water Project, a charitable organization in the Ottawa community.

WHEELCHAIR BASKETBALL CANADA

Wheelchair Basketball Canada

wheelchairbasketball.ca

6 Antares Drive, Phase 1, Unit 8, Ottawa, Ontario K2E 8A9
T: 613-260-1296 F: 613-260-1456



Effective immediately Pollock can be reached at the following coordinates:

Courtney Pollock
Communications & Administrative Assistant
Wheelchair Basketball Canada
613-260-1296 ext. 200
cpollock@wheelchairbasketball.ca

For more information, please contact:

Jody Kingsbury, Communications & Media Relations
Wheelchair Basketball Canada
(613) 260-1296 ext. 204
jkingsbury@wheelchairbasketball.ca

On the web: www.wheelchairbasketball.ca

Facebook: [facebook.com/wheelchairbasketball](https://www.facebook.com/wheelchairbasketball)

Twitter: twitter.com/WCBballCanada

Youtube: <http://www.youtube.com/WheelchairBball>

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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 four Paralympic Games. Visit www.wheelchairbasketball.ca for more information.





For more information, please contact:

Jody Kingsbury, Communications & Media Relations
Wheelchair Basketball Canada
(613) 260-1296 ext. 204
jkingsbury@wheelchairbasketball.ca

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