

Barrie Colts, Health Unit team up to promote tobacco-free sports

BARRIE – The Barrie Colts and the Simcoe Muskoka District Health Unit are teaming up with a game plan that helps athletes play to the best of their abilities – playing tobacco free.

And they are celebrating on Thursday, December 2nd with a Tobacco-Free Sports Night and fans coming to watch the Colts take on Sudbury will have the opportunity to win prizes and receive giveaways when they stop by the Tobacco-Free Sports and Recreation display at the game.

“Tobacco and sports just don’t mix,” says veteran Colts forward, Darren Archibald. “Any player committed to being a winner knows that dipping, chewing or smoking will kill their chances to make it to the top.”

The Barrie Colts is one of a growing number of tobacco-free sports teams in the OHL. As members of the team, every player is required to stay free of tobacco industry products – including cigarettes, cigars, dip, chew or hookahs – while involved in any organization-sanctioned program or event.

“We expect our players to be positive role models for youth in the community and that means not only making healthy choices themselves but also encouraging our fans, especially younger kids to play, live, and be tobacco free,” said Barrie Colts owner Jim Payetta.

Throughout the season visitors to the Barrie Molson Centre will see messages from team members including Archibald and goalie Peter DiSalvo played on the Jumbotron at each home game.

“We want lots of families out to the December 2nd game and we intend to make a lot of noise with the help of these Colts fans and raise the roof for tobacco-free sports and a win against the Wolves,” said Jennifer Tonn, a public health nurse with the tobacco program at the health unit. “We are also hoping to talk to parents, coaches and officials from all sports about how they can join the tobacco-free sports and recreation movement and how we can help.”