

## Contact: Jeff Walters Diamonds

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# Media Release

## New Athletic Scholarship To Be Awarded To Barrie High School Student

**Local businessman Jeff Walters announces the creation of a new \$1,000 athletic scholarship.**

**Barrie, ON, February 3rd, 2006**

Local Barrie businessman Jeff Walters, of Jeff Walters Diamonds, announced today the creation of a \$1,000 athletic scholarship to be awarded to a Grade 12 High School student in Barrie, Ontario, who best demonstrates outstanding performance and leadership in Amateur Athletics at a local level.

The scholarship will go towards funding the post secondary education of the award winner.

Each year, the award will be presented by a guest spokesperson from the Barrie Colts, chosen by Jeff Walters, who has best demonstrated leadership, community involvement and both athletic and academic achievement in their career.

As a reward for being chosen, Jeff Walters Diamonds will fund a scholarship in the amount of \$500 to the spokesperson. For the inaugural award, Brian Little, captain of the Barrie Colts, has been selected to be that spokesperson. As part of his role, Brian will present the award at the graduation ceremony of the school of the winning recipient.

“I decided to create this award to recognize the efforts of our young athletes at the high school level. For many young athletes, the high school years are the glory years. Their final year in high school is often the last time they have the opportunity to play or participate in their chosen sport. I wanted to do something to recognize that and to help in the next phase of their education”, says Jeff Walters. “I also wanted to have the award presented by a young person who has achieved success in the sporting world. As a Barrie Colts fan, I decided to choose one player from the team each year. This year, we chose Brian Little. His leadership on and off the ice and his obvious commitment and talent make him the perfect spokesperson and role model for our young athletes”, added Mr. Walters.

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Brian Little, upon receiving notice of his selection and his \$500 award stated, "I am honoured to be selected by Mr. Walters for this award and to be the spokesperson and presenter for this scholarship. It's great to see a successful business person like Mr. Walters recognizing the efforts of young people. I know the hard work and commitment it takes to excel in sports at a young age while still maintaining a high level of academic achievement. It's a lot of pressure. Having that recognized means a great deal to a young athlete. And the thousand bucks is nice too!"

#### How the Winner is Chosen

The school faculty of every Barrie High School will be asked to submit one name from their student body whom they feel most worthy of the award. A form will be provided and they will be asked to complete it with the rationale for their choice.

A selection committee will review the submissions and make their selection. The selection will be made at the end of April each year.

For more information contact Jeff Walters at 739-7464. You are invited to attend a press conference on Friday, 9:30 am. at Jeff Walters Diamonds at 331 Bayfield St., 2nd floor. Brian Little and Jeff Walters will be available for comment.