



MEDIA RELEASE

BC Sports Hall of Fame and Netgenetix Media partner to create memorable interactive experience.

VANCOUVER, BC (June 21, 2010): The installation of the new roof at BC Place provides the BC Sports Hall of Fame with a tremendous opportunity to showcase the stories of BC's incredible sporting accomplishments with the entire province. The BC Sports Hall of Fame Community Experience consists of artifacts displays, sport images, moving images and activity stations. Now due to a new partnership with Netgenetix Media, the BC Sports Hall of Fame Community Experience will be able to provide a unique sport based souvenir.

"Our partnership with Netgenetix Media provides the BC Sports Hall of Fame with high impact interactive experiences and is the ideal way for us to continue our vision of Honouring the Past and Inspiring the Future during this unique time in our organization's history" shares President and CEO Sue Griffin, "British Columbians have been visiting the BC Sports Hall of Fame for decades, now it is our turn to visit the great communities of BC."

Of the partnership Netgenetix CEO Leigh Byblow says, "We're thrilled to see our social media technology used to promote the BC Sports Hall of Fame. The hall is an amazing place for athletes of all levels, and to know that our Sports Card Creator system will help the dream of athletic excellence reach deeper into the minds and hearts of these determined people is inspiring to all of us at Netgenetix."

Netgenetix Media will be providing the BC Sports Hall of Fame with interactive and experiential technologies to enhance a variety of outreach events. To name just a few:

- Canada Day celebrations at Canada Place: July 1, 2010
- Large scale exhibit at the Pacific National Exhibition: August 22-September 6, 2010
- BC Sports Hall of Fame's annual Banquet of Champions: September 16, 2010

About the BC Sports Hall of Fame and Museum

The BC Sports Hall of Fame, a non-profit society, is the 'go to' organization for BC sport heritage. For over 40 years, we have honoured BC's teams, builders, athletes, pioneers, and media through the annual induction ceremony, The Banquet of Champions. To date 310 individuals and 52 teams have been inducted onto the BC Sports Hall of Fame. The collection of the BC Sports Hall of Fame and Museum includes over 25,000 artifacts and 20,000 archival documents representing 100 years of sporting accomplishments in British Columbia. In everything it does, the BC Sports Hall of Fame honours, educates, and inspires through the Hero In You[®] educational program.

About Netgenetix Media

Netgenetix Media, a Vancouver-based technology company, is celebrating its 10 year anniversary in 2010, and is proud to be involved with the BC Sports Hall of Fame's efforts to promote BC sporting accomplishments in local communities. Netgenetix Media's goal is to create memorable immersive experiences which enable their partners to forge a positive emotional connection with their audience. More information at **www.netgenetix.com**

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Media contacts:

Allison Mailer
Director of Operations
BC Sports Hall of Fame and Museum
Direct 604-647-6447
Cellular 778-839-8576
allison.mailer@bcsporthalloffame.com

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