



Basketball BC
#210-7888 200th St. Langley, BC V2Y 3J4
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Basketball BC announces formal partnership agreement renewal with belairdirect

Basketball BC continues to look for ways to help and support its members and the basketball community. This includes leveraging basketball's popularity and participation in BC with organizations looking to support the sport and offer value to its participants.

The agreement renewal between Basketball BC and belairdirect entitles everyone involved in basketball in British Columbia (including players, their families, coaches, referees, and board members at all levels) to an additional discount on their home insurance when they choose belairdirect.

Basketball BC Executive Director, Lawrie Johns, is pleased that this perk is available to the entire British Columbia Basketball community:

"Re-establishing this relationship is a great way to start our 2021-22 membership year! It's always great when opportunities like this can directly benefit all involved in the game. Basketball BC is the Provincial Sports Organization for basketball in BC, and I hope all the stakeholders across the province take full advantage of the discounts being offered to us by belairdirect."

Travis Melnychuk, Business Development Account Manager for belairdirect says the partnership is about more than just saving Basketball families money:

"Sports are at the heart of any community, so to officially renew as team-mates with Basketball BC is really exciting because the sport has always been culturally significant in BC. belairdirect will be active throughout our partnership and look forward to supporting Basketball BC."

Even if you are already a belairdirect client, you can still claim your discount by calling their toll-free number (1 833 294.2911) and letting them know you participate in basketball. If you are using belairdirect for the first time, be sure to claim your additional discount by telling your representative that you participate in Basketball BC activity.

About Basketball BC

Basketball BC creates, guides and supports programs that build and protect the integrity of the game of basketball for all participants based on the [Canadian Sport for Life Pathway \(CS4L\)](#).

SUPPORTERS



PARTNERS



MEMBERS OF





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We are committed to growing the game by involving players at all stages of development, coaches at the community and institutional level, assisting in the development of officials and sustaining partnerships to assist in the provision of opportunities and developing an infrastructure that supports our game.

Our values of accessibility, respect, excellence, celebration of people and transparency will be cornerstones of our activity.

Our mission continues to be to develop a lifelong passion for our sport and grow the great game throughout the province.

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