

Mike Cownden

2023 Inductee - Builder/Sportsperson Category



Mike Cownden and his family have been long term members of the Cordova Bay Fastball Club (District 1). Mike started as a coach in the 1980s, and has been the longest standing club director at approximately 20 years. We are now into our third generation of Cownden's at Cordova Bay Fastball.



Mike, his wife Alison and the rest of the family are especially focused on ensuring that any interested young child in our community has the opportunity to play fastball. They see the benefit of kids from any background and experience participating in our sport. They particularly recognize the importance of the Learn to Play age groups for the long term stability of Cordova Bay Fastball and for sport in general. With Mike's dedicated input, this continues to be an important focus for the Cordova Bay Fastball Executive. We believe that with a strong LTP registration base and a welcoming/fun environment, we will retain players well into their late teens and early 20s. Mike espouses this vision. To this end, the Cownden's started in 2019 to cover the registration fees for all Learn to Play players which resulted in more than 100 LTP registrants (boys and girls).

The Cowdens' generous financial support was especially important after we cancelled the 2021 season due to COVID. Like many sports clubs across the province, we knew that 2022 would be a rebuilding year. The Cownden's offered to cover the full registration fees for ALL players for all age groups that year. We were able to advertise free registration for fastball across our community and in local schools. As a result, 150 players registered that year in LTP, U11, and U15 age groups. Notably, not only did we benefit from returning players, but also a large number of first time players in all of those age groups. For 2023, the Cownden family again covered the registration fees for all players up to and including U11 (over 100 players). Parents' consistent feedback is that Cordova Bay Fastball has built a strong community connection, an enjoyable and safe culture, and that free registration is a significant factor for them when deciding which sport for their children to play.

Mike Cownden and his family provide a steady, community focused perspective to how we operate as a Club. They are always ready to volunteer their time, to participate as coaches and club Executive members, to assist in improvements to

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our facilities (the family's business refurbished our batting cage in 2019), and to provide financial support. More than anything, Mike and his family are humble and nice people. They don't seek accolades and always recognize the efforts of the many other club volunteers. They show a keen interest in all of our teams and readily congratulate the successes of other clubs' coaches and players. Most importantly, the Cownden's expressly enjoy spending time at our ballpark watching dozens of players on any given day having fun and enjoying the game of fastball.

Softball BC is proud to honour Mike Cownden into the Hall of Fame under the Sponsor Category.