



Sports Day in Canada

Do you have a sport event or activity being held in July/August or early September?

Sports Day in Canada is a new national event that celebrates sport at all levels across Canada. Using the model that CBC created for Hockey Day in Canada and building off the momentum of the 2010 Olympic and Paralympic Games, Sports Day in Canada is an opportunity to showcase all manner of sports, while mobilizing the nation in the power of being active. Sports Day in Canada will be the culmination of a week (September 11-18, 2010) of sporting events and festivals, celebrating grassroots sport stories, engaging citizens in physical activity and rallying local organizations to provide participatory opportunities in communities across Canada.

Would you like your event or activity to be part of Sports Day in Canada?

The Steering Committee of Sports Day in Canada is building an inventory of sport events and activities that could be featured and profiled by our broadcast partner, CBC Sports, leading up to a 2-4 hour broadcast on September 18, 2010. There will be many opportunities for your event/activity/programming to potentially be involved:

- It could be one of the sports/events chosen as the anchor/focal point of Sports Day
- It could be one of the sports/events featured on Sports Day
- It could be one of the sports/events profiled on Sports Day
- It could be one of the sports/events featured on CBC's This Week in Sport (pre-promotion during 10 weeks leading up to Sports Day)
- It could be one of the sports/events featured as ParticipACTION True Sport Moments (pre-promotion during 10 weeks leading up to Sports Day)

Here's your chance to get involved - Complete the inventory form found [here](http://sportsdayevents.participaction.com).
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The Sports Day in Canada Steering Committee is asking all sport organizations, national and provincial sport affiliates, clubs and community organizations to provide information about your existing (or newly proposed) event/activity/programming between July 1 - September 18, 2010 so that it can be included in the Sports Day in Canada inventory and its online directory. The online form must be

completed no later than **Friday May 28th, 2010**. Should you have any questions, please contact Robin Turnbull at (416) 604-0310 or rtevent@sympatico.ca or Adrea Fink at (416) 913-1392 or afink@participACTION.com.

How will this information be used?

The Sports Day in Canada inventory will be used to select events and activities that could be identified, profiled or featured in the communications and CBC broadcasts related to the day/week. The event/activity/ programming must take place sometime during July 1 - September 18, 2010. The Sports Day in Canada Steering Committee and CBC Sports will try to profile as many events as possible across the country. We are currently discussing the opportunities for french broadcast and will provide you with an update when the details are finalized.

Who is putting on Sports Day in Canada?

This new initiative is being managed by the Sports Day in Canada Steering Committee composed of the Canadian Soccer Association, Canadian Olympic Committee, Canadian Paralympic Committee, Canadian Centre for Ethics in Sport, Coaching Association of Canada, ParticipACTION and the True Sport Foundation, which houses the Committee. Together, we are spearheading the development of a flexible, multi-level and open platform to celebrate value-based sport in Canada. Our vision is to reach out to all Canadians to build, solidify and celebrate the role of sport in our country through a dynamic, energetic, and influential movement that inspires Canadians to get active and participate in Sport.

If you wish to be added to the email list for news about Sports Day in Canada, please send your email information to Robin Turnbull at rtevent@sympatico.ca.