

ONTARIO SPORT 4 LIFE SUMMIT AIMS TO SHAKE FOUNDATIONS, CHANGE ATTITUDES

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Toronto: You've heard it before - Canadians need to get active. Obesity is rising at alarming rates and sport participation is dramatically declining. So what is Ontario doing about it?

"Shaking the Foundations" by bringing together community leaders, parents, coaches, health, sport, recreation and education experts, to change the way we organize and participate in sport and physical activity in the province.

"It is critical that children develop the knowledge, skills and attitudes that give them the very best chance of staying active throughout their lives," says Richard Way, Long Term Athlete Development Expert and Champion of Canadian Sport For Life. "All too often, we see children overspecialize in a single sport too early, which can lead to poor performance, injury, burnout and early retirement from sport."

Canadian Sport for Life (CS4L) is a movement to increase sport's contribution in Canadian society by promoting each child's healthy and logical development in a sport or physical activity. Sport organizations across the province are looking to mobilize and build real momentum for implementation of Canadian Sport for Life concepts.

"Ontario's sport community is behind the CS4L concept but lacks the resources, tools and capacity to put this movement into action," says Margaret Emin, Chair, SPORT4ONTARIO. "This summit will initiate dialogue between sport, health, education and recreation sectors to help bridge the gap and find innovative ways to put this concept into action."

From November 26-27, 2010 at the Holiday Inn Toronto - Markham, delegates can expect to explore topics like **"Are They So Different? Coaching Female Athletes"**, **"When Are You Born? The Relative Age Effect"**, **"Modifying the Game"**, **"Nash, Crosby, Whitfield: What Do They Have In Common?"** and **"Shake It Up: Changing Paradigms in Coaching"**.

Experts across the country like Richard Way, Istvan Balyi, and Mike McKay will be on hand to lead interesting discussions along with Ontario-based organizations like Ontario Basketball Association (OBA), Parks & Recreation Ontario (PRO) and Ontario Physical Health & Education Association (OPHEA) to share local best practices.

This jam-packed two day summit is only **\$99** thanks to the generous support of the Ontario Government. This summit is jointly hosted by SPORT4ONTARIO, the Coaches Association of Ontario and the Ministry of Health Promotion and Sport. Visit www.ontariosport4life.ca for more information and to register.

SPORT4ONTARIO, incorporated in 1998 as The Provincial Sport Organizations Council, is a not-for-profit, nonpartisan organization dedicated to the promotion of sport and physical activity in Ontario. SPORT4ONTARIO provides the collaborative environment, knowledge and

resources to build capacity and drive leadership excellence in the Ontario sport community through education, advocacy, interaction, research and innovation.

The Coaches Association of Ontario is an independent, non-profit, coach-led organization that strengthens development opportunities and provides educational resources for coaches in a variety of contexts. The CAO promotes coaching ethics and ensures the wider community recognizes the vital role of the coach in the development of sport at all levels.

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