

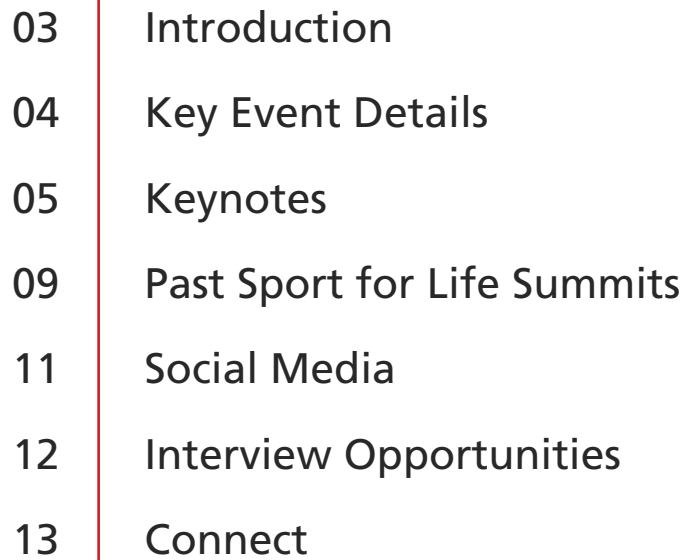


Sport for Life SUMMIT

COMMUNICATIONS TOOLKIT



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Introduction

To help us share the message of quality sport and physical activity across Canada, we would appreciate your support in promoting the 2025 Sport for Life Summit with your networks. Our theme this year is “Joy for Everyone,” celebrating fun and enjoyment in sport and recreation at every stage.

To make it easy for you, we’ve prepared a Communications Toolkit containing:

- Social media posts
- Email templates
- Key messages
- Visual assets

You can use these materials as provided or create your own content.

When sharing, please follow and tag us on:



CanadianSportforLife



SportForLife_



SportforLifeOfficial

The 2025 Sport for Life Summit features four key streams:

- The Importance of Belonging and Inclusion
- Safety, Wellbeing and Mental Health
- Quality Athlete Development
- Physical Literacy and Multisport

Additional resources, including the full program, keynotes and interview opportunities, are also available at sportforlife.ca/summit.



Communications Toolkit

Access our Dropbox folder [here](#) to download graphics and documents.

Key Event Details

Date
**January
 21–23,
 2025**

Venue
**Hilton
 Lac-Leamy**
 (3 Boulevard du Casino,
 Gatineau, QC)

Celebrating
 the
**20th
 Anniversary**
 of the Sport for
 Life Summit

Expected
 Attendance

500

Sectors
**Health,
 Recreation,
 Government,
 Sport,
 Education**

“J’ai aimé les échanges et les présentateurs passionnés.”

– Participant(e) le sommet le sport c’est pour la vie Québec 2024

“C’est enrichissant de pouvoir dialoguer avec d’autres passionnés du sport et de l’activité physique, et de partager nos idées et expériences pour améliorer notre pratique.”

– Participant(e) le sommet le sport c’est pour la vie Québec 2024



“It’s a wonderful opportunity to connect with other professionals in the sports industry as well as keep updated on the current and future happenings in the field. As well as the wealth of new knowledge readily available.”

– Delegate of Sport for Life Summit Ottawa 2024



“Good topics relevant to the sport system in Canada at all levels of service delivery, and excellent networking opportunity.”

– Delegate of Sport for Life Summit Victoria 2024

“I find that the Sport for Life Summit is not only a great opportunity to expand and apply knowledge but also a great networking opportunity to connect with people.”

– Delegate of Sport for Life Summit Victoria 2024



“Great way to connect with all people in sport at many different levels and organizations.”

– Delegate of Sport for Life Summit Ottawa 2024



Keynotes



Farkhunda Muhtaj

Afghan-Canadian professional footballer and social activist

Farkhunda Muhtaj is an Afghan-Canadian professional footballer and social activist who bridges the worlds of sport, education, and humanitarianism.

She captains the Afghanistan Women's National Football Team and is a footballer and Community Ambassador for the Calgary WILD FC in the Northern Super League.

As Co-Founder of the Scarborough Simbas, a non-profit organization, Farkhunda uses sport to support the settlement of refugees in Canada. She also founded Ayenda FC, the unofficial Afghan Youth National Football Team, in 2021, following her evacuation of over 300 Afghans, including members of the Afghanistan Youth National Team, to Portugal after the Taliban's return to power.

Farkhunda's changemaking efforts have been recognized by global organizations, including FC Barcelona, UNHCR, York University, World Football Summit, the Canadian Premier League, WomenforWomen International and more where she serves as an ambassador for several international causes.

She holds two degrees from York University, earning a BSc in 2019 and a B.Ed in 2021, and captained the university's women's soccer team, earning accolades such as USPORT Academic All-Canadian, OUA First-Team All-Star, and an OUA Gold Medal.

As a member of Canada Soccer's Women's Advisory Committee, Farkhunda is excited to return home and contribute to the growth of women's football.



Ron Thompson

Track and Field Builder

For over four decades, Ron Thompson's unwavering dedication to coaching has shaped athletics, leaving a lasting impact on the Edmonton community and various track clubs. Notable among his successes is Marco Arop, the first Canadian male to win world gold in the 800m, Silver medal at the 24 Paris Olympics, owns 6 records and is the 4th fastest 800m runner of all-time. This is a testament to Ron's incredible ability to pick out exceptional athletes, as he first noticed Arop who was an excellent basketball player, running at a small track meet in 2016 and recruited him.

Beyond individual achievements, Ron has mentored numerous athletes who have entered esteemed coaching positions at national and international levels.

Serving as a team coach at the University of Alberta and representing Team Alberta and Team Canada at national and international games, Ron consistently upholds a commitment to excellence. His influence extends beyond track and field; Ron's contributions as a specialized sport performance trainer have benefited athletes across football, rugby, soccer, basketball, and hockey, with nine players who have played in the NHL.

Throughout his extensive coaching career, Ron Thompson has been a beacon for the transformative power of sports, shaping the lives of his proteges and making a difference in the Canadian sports community.

Originally from Jamaica, Ron's passion for athletics led him to Canada in 1978. His coaching journey began in Lloydminster, Alberta, where he founded the "Lloydminster Track and Field Club" (1981), now thriving as the "Split City Sonics" club. Ron's commitment to developing talent was evident early on; within a year, eight students under his guidance competed at the Alberta provincial high school championships, with five pursuing longer careers in the sport.

Ron's deep commitment to nurturing talent and championing the benefits of sport has been unwavering throughout his entire adult life. His empathetic mentoring style, coupled with vast technical expertise, has proven highly successful in shaping exceptional athletes and fostering a legacy of excellence in Alberta schools and clubs.

Ron has received many Coaching awards, including three consecutive Coaching Excellence Awards from the Coaching Association of Canada and is inducted into Alberta Sports Hall of Fame.



Amanda Stanec, PhD

Author, Physical Education and Sport Consultant, and Sport Program Developer

Amanda Stanec, PhD, is founder of Move + Live + Learn. Dr. Stanec has published more than fifty articles, co-authored “Protect the Joy” and several book chapters, and led many resource and curriculum projects in physical education and sport.

She has served as a board member for Physical & Health Education Canada, Wrestle Like a Girl, and the Black Wrestlers Association. Past clients include the International Olympic Committee, True Sport, the Jackie Joyner-Kersey Foundation, Wrestling Canada, USA Wrestling, and the Association of Summer Olympic International Federations.

Stanec was a student-athlete at St. Francis Xavier University in her native Nova Scotia. She then earned her master’s from Virginia Commonwealth University and completed a PhD at the University of Virginia, where her scholarship was recognized when she was named outstanding doctoral student.

Stanec and her husband are the proud parents of three daughters. When not shuttling their kids to sports or coaching them, they enjoy mountain biking, surfing, and snowboarding as a family.



David Arsenault

Founder of the Champions for Life Foundation and Canadian Taekwondo Champion

David Arsenault is a former National Taekwondo champion, proudly representing Canada multiple times in international competitions. After founding a successful community-based taekwondo school, David became a professional trainer for many executives and professional athletes. David is a happy husband and a proud father who has devoted his life to teaching children how to move to the best of their abilities. His journey is guided by his love for movement and sharing his passion with others. As a visionary and driven change-maker, David advocates for strengthening physical literacy daily and stresses the importance of quality physical education in all our schools.

Keynotes



Waneek Horn-Miller

Mohawk Activist Olympian

Similar to the arduous process of making wampum beads, the journey of Waneek Horn-Miller doesn't begin and end with being an Olympic Water Polo athlete. A Mohawk from the Kahnawake Mohawk Territory near Montreal, Waneek was behind the lines during the Oka crisis in 1990 when she was stabbed by a Canadian soldier's bayonet. It was a near-death experience that marked a turning point in her life. Waneek has overcome discrimination and violence to emerge as one of North America's most inspiring female Indigenous speakers with a compelling perspective and dynamic stories to share. Her presentations and keynotes are aimed at bridging the gap and repairing relationships between Indigenous and non-Indigenous peoples. While she recently stepped down from her role for the MMIWG Inquiry to focus on her family, she continues to support the goal of the Inquiry and advocates for Indigenous issues in other ways to help build healthy and prosperous communities. Waneek is an advocate for building indigenous sport and has worked with the Assembly of First Nations to develop their sport, fitness and health strategy. Drawing on her experiences as the former co-captain of Canada's Olympic women's water polo team, she shares her story and teaches how to build self-esteem through a balance of education and sport. Waneek travels extensively from border to border, speaking to Indigenous and non-Indigenous audiences on issues of reconciliation, sport and why it is important to strive for our dreams. She is currently working with the Indigenous forward company Manitobah Mukluks in several capacities. As one of Canada's few Indigenous Olympians, Waneek has used her unique experiences in life and sport combined with a passion for her culture to influence Indigenous and non-Indigenous leadership in sport and wellness, Indigenous business, women in business and community building. The Canadian Association for the Advancement of Women and Sport and Physical Recently named her one of Canada's most influential women in sport. "If we want reconciliation, for ourselves and our children, we need to have hard conversations, build common ground, and really listen to each other." Waneek served as one of the coaches on the first season of CBC's reality competition series, Canada's Ultimate Challenge and most recently, a prime-time panelist for the CBC coverage of the Paris Olympics.

Past Sport for Life Summits

Watch the [overview video](#) of the 2024 Sport for Life Summit we held last year!



Also, check out [this infographic](#) to learn more about what our participants loved about our 2024 Summit!



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Social Media

Example Posts

- Join leaders at the 2025 Sport for Life Summit as we explore “Joy for Everyone” in sport and physical activity. From belonging to mental health, discover how to create safe and welcoming spaces where everyone can thrive. Register: <https://www.eventbrite.ca/e/2025-sport-for-life-summit-tickets-1044365755087> #S4LSummit
- When sport and physical activity are joyful, people stay engaged longer. At the 2025 Sport for Life Summit, explore four key streams: Belonging/Inclusion, Safety & Mental Health, Quality Athlete Development, and Physical Literacy. Build stronger systems together: sportforlife.ca/summit. #S4LSummit

Event Hashtags

- #S4LSummit
- #JoyForEveryone
- #PhysicalLiteracy
- #QualitySport

Newsletter Text

- **Title:** 20th Annual Sport for Life Summit: Joy for Everyone

- **Body:**

The 2025 Sport for Life Summit brings together leaders who strive to enhance quality sport and physical activity throughout Canada. By establishing an environment for knowledge sharing and idea generation through thoughtful and open dialogue, the Summit fosters connection, advances best practices and identifies opportunities for innovation.

When everyone has the opportunity to take part in quality sport and physical activity, the benefits to our population and society are immense. People live healthier, more active lives. Those pursuing high performance have a clear pathway and greater possibility for sporting achievement. Communities—from the physical communities in which we live to the collective national sport community—grow stronger and more aligned.

Under the theme “Joy for Everyone,” we celebrate the essence of fun and enjoyment in sport and recreation at every stage of the pathway. By centring our efforts on creating joyful experiences, we can build social connections, support mental wellness, and enhance physical literacy for every participant.

Join us to explore four key streams:

- The Importance of Belonging and Inclusion
- Safety, Wellbeing and Mental Health
- Quality Athlete Development
- Physical Literacy and Multisport

Let’s join together to share ways to cultivate a sport and physical activity ecosystem that is joyous and inclusive, where individuals feel safe, welcome, and integral through every stage of their pathway from an Active Start to the Podium Pathway or being Active for Life.

- **Event Details:**

- **Date:** January 21-23, 2025
- **Location:** Hilton Lac-Leamy, Gatineau, Quebec
- **Address:** 3 Boulevard du Casino, Gatineau, QC
- Register now at <https://www.eventbrite.ca/e/2025-sport-for-life-summit-tickets-1044365755087>

Interview Opportunities

Richard Way, CEO, Sport for Life

Architect of the Long-Term Development Framework and innovative leader in sport and physical activity, who has implemented this framework in over 100 countries and co-authored numerous resources on quality sport and physical literacy development.

Kabir Hosein, Director of Strategies Initiatives, Sport for Life

Leader in sport inclusion and newcomer engagement who brings international sport leadership experience from Trinidad and Tobago's Olympic movement to develop initiatives that foster belonging through sport and physical activity.

Drew Mitchell, Senior Director of Physical Literacy, Sport for Life


Physical literacy expert with over 40 years of experience in sport system development, combining his background as a national athlete with extensive work in program development, sport science, and community engagement.

Tom Jones, Director of International, Sport for Life

Olympic athlete and international sport leader with extensive experience in major Games operations, having served as CEO of Commonwealth Games Canada and led sport organizations across Canada and Australia while continuing to contribute to global sport development.

Connect

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