

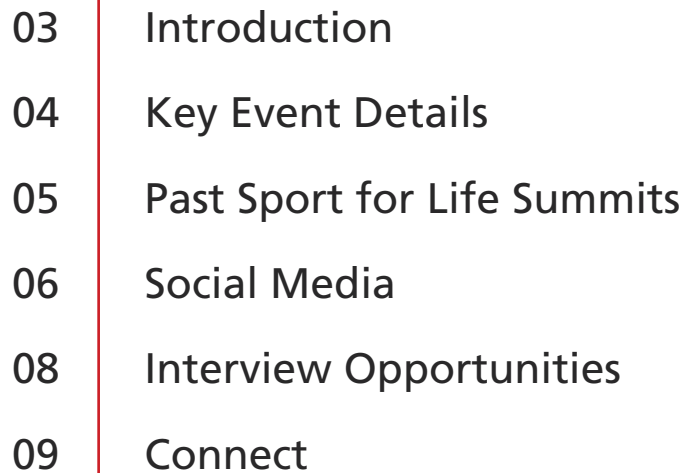


Sport for Life SUMMIT

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_



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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

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!



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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sportforlife.ca/summit



Sport for Life

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