

# True Sport in Action! (Issue 18, October 2014)



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## Thank-you for Giving Back

Sport and Recreation in Canada attracts more volunteers than any other sector which is one of the reasons why the True Sport Principle of "Give Back" is so important. Our dedicated True Sport Champion volunteers model this principle exceptionally. Read about what **James Yurichuk (CFL professional)**, **Cody Sorensen (Olympian)**, **Danielle Cyr (CIS Athlete)** are doing to make sure good sport happens by design. Also check out how Investors Group is making a difference in communities across Canada. We hope that their stories inspire you to take this year's **True Sport Give Back Challenge** for a chance to WIN!!



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## True Sport Stories

### Investors Group: Investing in Sport – Investing in Community

Investors Group and the True Sport Foundation share the belief that good sport can make a great difference – in our individual lives and in the quality of life in our communities. As part of Investors Group's commitment to the True Sport Principles ... [MORE >](#)

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## Talking True Sport

### The Heather Run

2010 Give Back Challenge Finalist

Looking back: 2010 marked the inaugural year of the True Sport Give-Back Challenge. The competition was stiff, with lots of amazing submissions from True Sport Members across Canada, but the...



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### Art Hawkins Great Canadian Ultimate Game

2012 Give Back Challenge Finalist

Looking back: Each year, the True Sport Give-Back Challenge receives submissions packed full of inspiring stories of how communities have used sport to Give Back. 2012 was no exception and the...



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## Polycourons Terry Fox – L'École Secondaire la Découverte

2013 Give Back Challenge Finalist

Looking back: "Polycourons Terry Fox" by École Secondaire La Découverte in St-Léonard-d'Aston, Quebec, received 33 percent of the total votes and the top prize of \$3,000. Sharing Terry...



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## In the News

Register your event by October 15th to be eligible to enter the Sport Moves Us contest

RBC Sports Day in Canada – RBC Sports Day in Canada, a national celebration of the power of sport to build community and get Canadians moving, is only a few weeks away! Register your event by October 15th to be eligible to enter the Sport Moves Us contest. The contest winner will be featured on CBC's national broadcast and receive a \$2,000 grant from ParticipACTION! Register today [MORE >](#)



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How Your Team Can Save Lives ... If You Coach Them To

blog.teamsnap.com – #GiveBack... One lesson I was not overtly coached up on from my father (and coach) was the sense of giving back. Granted, I love my dad, and you'd be hard pressed to ever find a more organized 6 year old batting practice. However, the ideals of giving back to the community, or using your platform as an athlete off the field were never in our practice plans. [MORE >](#)

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Helping Kids Gain Confidence Through Play

www.participaction.com – The RBC Learn to Play Project is helping Canada's children and youth develop the confidence and skills to enable them to play, and become happy, healthy and active for life. At the centre of the RBC Learn to Play Project is a charitable commitment to provide grants from \$1,000 to \$25,000 that focus on improving the delivery of quality sport programming [MORE >](#)



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