

TRUE SPORT LIVES HERE: UNIVERSITIES & COLLEGES

TRUE
SPORT

Start your True Sport journey here. Because good sport can make a great difference.

JOIN

Join thousands of Canadians who are committed to good sport and rally your university! Start by joining as a school, then encourage teams, coaches, officials, athletes, and the rest of the athletic department to join individually.



FOLLOW

Subscribe to the True Sport mailing list and follow @TrueSportpur on Twitter, Facebook, and Instagram for inspiring stories, news, and resources.



PROMOTE

Talk about and **promote** your commitment to True Sport in your newsletters, on your social media and websites, and at events.



ACTIVATE

Integrate **True Sport** into your team culture and student athlete council meetings. Host outreach booths at sporting events and open houses.



CELEBRATE

Theme team practices, student athlete council meetings and university events around one or more of the **True Sport Principles**.



INSPIRE

Create a **True Sport Ambassador** program for members of student athlete council and varsity athletes.



HONOUR

Recognize students with **True Sport Awards**. Feature the winners publicly!



DISPLAY

Profile **True Sport materials and signage** around your campus and sport facilities. Hang your co-branded banner proudly!



SHARE

Use the **#TrueSportMoments** hashtag to share your university's commitment to the True Sport Principles and highlight True Sport news and activities on social media. Tag @TrueSportpur and get creative!