

# TRUE SPORT LIVES HERE

At the heart of  
True Sport  
is a simple idea:

good sport  
can make a  
great difference

"The True Sport philosophy is so close to what we're trying to do in school sport that it's just a natural step for us to join. What we're really doing is using sport to make better people."

Executive Director,  
School Athletic Association



[www.truesport.ca](http://www.truesport.ca)

## ARE YOU

one of the 92% of Canadians who believe sport can and should make a positive contribution to the development of youth and the quality of life in a community?

If so, you can help to mobilize your team, club, school or community to join the True Sport Movement.

**True Sport is a national movement for sport and community.**

Its goal is to help sport live up to its full potential – making a significant contribution to the development of youth, the well-being of individuals, and the quality of life in our communities.

"I wanted to increase local sport's positive influence on our community and decrease the number of unfortunate incidents in competition. Becoming a True Sport community gave us a tangible rallying point around which to create this initiative and get grassroots support from our citizens for making it grow."

Mayor



The True Sport values

**fairness excellence inclusion fun**

are brought to life through the True Sport Principles

## TRUE SPORT PRINCIPLES

### Go For It

Always strive for excellence and rise to the challenge, but never at the expense of others. Discover how good you can be.

### Play Fair

Play honestly and obey the rules, in letter and spirit. Winning is only meaningful when competition is fair.

### Respect Others

Show respect for everyone involved in creating a sporting experience, both on the field and off. Win with dignity and lose with grace.

"The kids need to feel it is their own initiative, and good leaders know how to do this. For an endeavour like this, you really need the passion. This isn't just a job for us."

Teacher

### Keep It Fun

Find the joy of sport and have a good time. Keep a positive attitude and look to make a positive difference, on the field and in your community.

### Stay Healthy

Place physical and mental health above all other considerations and avoid unsafe activities. Respect your body and keep in shape.

### Include Everyone

Share sport with others, regardless of creed, ethnicity, gender, sexual orientation or ability. Invite everyone into sport to make it more meaningful for the whole community.

### Give Back

Always remember the community that supports your sport and helps make it possible. Find ways to show your appreciation and help others get the most out of sport.

"In our interactions with others, we have the responsibility to be good citizens. Sport provides an opportunity to learn and to practice such behaviours."

True Sport Champion



good sport can make

HOW YOU CAN MAKE  
A DIFFERENCE

### JOIN True Sport

Declare your commitment to the True Sport Principles at [www.truesport.ca/join](http://www.truesport.ca/join)

### LIVE True Sport

Participate in and/or offer a good sport experience

### GROW True Sport

Share the True Sport Principles with others

[www.truesport.ca](http://www.truesport.ca)

## LIVE TRUE SPORT

There are many ways to live True Sport – how you bring True Sport to life is up to you.

Here are some ideas:

- Volunteer recognition
- Equipment lending libraries, swap programs
- Registration assistance initiatives
- Free 'Try-It' and 'Learn-To' opportunities
- Culturally sensitive sport opportunities

For more detailed information on these and other ideas on how to live True Sport, please visit

[www.truesport.ca/resources](http://www.truesport.ca/resources)



"[Our program] has one main goal – character development. The coaching staff believes that being part of a team is a tremendous way to build character in all people. We believe that the benefits of the game that are found outside of the painted lines are far more beneficial to a person than the actual sport skills they learn."

Coach

"We now have tremendous participation from the children, youth, the parents and community volunteers who love sport. I am very pleased to hear from the coaches and the youth that the program is continually developing and that they cannot wait until the season begins."

Recreation Director

