

For Immediate Release

January 12, 2023 (Halifax, NS)- Athlete Ambassador Program announces second cohort of athletes

The 2022 True Sport Athlete Ambassadors will pass the torch to 11 new participants who will advocate for safe sport throughout 2023. Each month, a new athlete will be featured on Instagram to share their athletic pursuits and discuss how they embody True Sport's Principles. The athletes are selected through the Canadian Sport Institute Atlantic's Support4Sport VIP Coaching Program and the initiative is organized in partnership with Sport Nova Scotia and the Canadian Centre for Ethics in Sport. Athlete profiles and more information about the program can be found on Sport Nova Scotia's website.

Quotes

"We are looking forward to supporting the Nova Scotia True Sport Athlete Ambassador Program for a second year. We were excited by the opportunity to engage coaches from our Support4Sport VIP coach recognition program this year which came in the form of VIP coaches nominating athletes for the ambassador program. It's great to see sport programming intersect and lead to stronger relationships between athletes, coaches, and the sport sector."

-Ken Bagnell, Canadian Sport Institute Atlantic CEO

"Maintaining ethics and respectful conduct in sport has always been a passion of mine. True Sport had enriched my knowledge of good sport and what that looks like. I am incredibly grateful to have had this opportunity to reflect and share my personal True Sport experiences. I am looking forward to seeing what the 2023 ambassadors have to share!"

-Sophie Carmichael, 2022 Athlete Ambassador

"I am happy to see the growth and success of this program as year two commences. Having athletes at the heart of this initiative, using their voices to share the True Sport message and inspire others to foster a positive culture in sport is wonderful. I commend the leadership of Sport Nova Scotia and Canadian Sport Institute Atlantic for recognizing True Sport as a proactive and upstream approach to safe sport and hope this initiative inspires other organizations to do the same."

-Karri Dawson Executive Director, Values-Based Sport, CCES

"It's been great to watch local athletes use their platforms to advocate for safe sport through the True Sport Athlete Ambassador Program. We're excited to continue the initiative in 2023 with 11 new ambassadors who were nominated through the VIP coaching program. Listening to athlete's voices is integral to creating positive sport experiences for all participants."

-Elana Liberman, Sport Nova Scotia Safe Sport Lead

Quick Facts

True Sport

The True Sport Principles define Canada's commitment to values-based sport. True Sport is an initiative of the Canadian Centre for Ethics in Sport and is designed to give people, communities, and organizations the means by which to leverage the many benefits of good sport from a platform of shared values and principles. Learn more at www.truesport.ca

Sport Nova Scotia

Sport Nova Scotia is a voice for amateur sport that promotes the benefits of health, personal development and achievement of all participants. We're a non-profit, non-government organization representing approximately 60 provincial sport organizations and more than 160,000+ member Nova Scotians. www.sportnovascotia.ca

Canadian Sport Institute Atlantic

Canadian Sport Institute Atlantic is the hub for high performance sport across the four Atlantic provinces and has developed partnerships and implemented programs that have helped build the region's high performance sport structure. Its mission is to be a collaborative and magnetic organization that partners with coaches, athletes, and organizations in the pursuit of excellence. csiatlantic.ca.

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