

"I believe in the
power of sport to..."

Federal Election Campaign for Sport - 2008



Do You Believe In The Power Of Sport?

The federal election has kicked off and so has our sport campaign:

I believe in the power of sport to ...

With your participation, our campaign will reach out to candidates in all 308 ridings across Canada. Together, we will ask each candidate how they propose to strengthen sport in Canada. Simply asking the question can make all the difference when we work together.

Here are some of the ways to participate:

1. Join the campaign online at www.sportmatters.ca and visit the discussion board or Facebook group.
2. Forward election bulletins like this one throughout your networks.
3. Take action by speaking with or writing to your candidates - see tools to help you at www.sportmatters.ca <<http://www.sportmatters.ca>>
4. Connect with the campaign headquarters at SMG@SIRC: 613.231.7472, x 246 or x 222. info@sportmatters.ca
5. Attend or host an all candidates meeting in your riding - ask us how.
6. Send an op-ed to your local newspaper about the power of sport campaign.
7. And please let us know how you would best finish the sentence: I believe in the power of sport to _____.
8. Write to us.
9. Post a video at our YouTube page. Send us an audio file or picture. You name it.

We are available to help you to get that message out, with tools and advice from within the Sport Matters network. We'll continue to take our message to each of Canada's major political parties until voting day on October 14th.

The message, here is what we are asking for:

Sport Matters Group (SMG) is urging all parties in the federal election to include the following measures in their platforms:

1. Increased federal investment in sport and physical activity to a minimum of \$500 million/year, so that Canada meets its target of investing the equivalent of 1% of the health care budget on sport and physical activity;

2. Substantial long-term investments to erase the infrastructure deficit (estimated by Canadian Parks and Recreation Association at \$15billion) in sport and recreation and address new demands in growing communities (projected at \$18billion by the Federation of Canadian Municipalities), through partnerships with the provinces, territories, municipalities, community organizations, and the private sector;

3. Innovative tax measures to encourage greater participation in sport and new sources of funding from the private sector and the public;

4. New federal leadership strategies including a Cabinet Minister responsible for Sport, Physical Activity and Vancouver 2010 and an integrated departmental corporation or separate agency.