



*A not-for-profit serving our community for over 75 years.
Une association à but non lucratif au service de notre collectivité depuis plus de 75 ans.*

The Sport for Life Society Brings Physical Literacy Expertise to the House of Sport

(Ottawa, ON) December 14, 2017 - The RA, a local not-for-profit, is pleased to welcome The Sport for Life Society to the House of Sport. This national not-for-profit will most certainly enrich this already exciting and diverse community of sports organizations.

Sport for Life recognizes that quality sport and physical literacy offers rich benefits to Canadian society through improved health, stronger communities, higher sporting achievement, and stronger national identity. By improving the quality of sport, Sport for Life aims to enhance the lives of all Canadians. Sport for Life is the key development organization to grow the Long-Term Athlete Development Framework across Canada.

“Over the past 10 years, Sport for Life has developed specific and wide-ranging expertise within the sport and recreation industries. During this time our growing team of experts have developed numerous resources, delivered on a range of cross-sectoral projects at the national and international levels, and advanced wide-scale implementation of physical literacy and Long-Term Athlete Development principles,” says Richard Way, Sport for Life Society Chief Executive Officer. “If we want to provide participants in sport and physical activity the best possible chance to succeed, then we must build collaboration within the sport system and across the recreation, education and health sectors.”

The House of Sport, a first-of-its-kind concept in Canada, provides a feature-rich environment designed for collaboration, innovation and leveraging efficiencies. Through the House of Sport, Sport for Life will be able to work closely with several types and sizes of sport organizations, helping to grow knowledge and expertise in physical literacy and Long-Term Athlete Development.

“The Sport for Life Society embodies the values that the House of Sport has been designed to foster. Collaboration, innovation, quality experiences and the development of sport across Canada,” says Tosha Rhodenizer, RA Chief Executive Officer. “Partners working together striving for a tradition of excellence in Canadian sport.”

The House of Sport offers organizations an open concept community, but also supports them with a wide range of services, and meeting rooms, leveraging economies of scale to drive down costs. This is on top of the opportunity to collaborate with like-minded organizations and access health and wellness opportunities for staff members.

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About the RA

A member supported not-for-profit organization; the Recreation Association of the Public Service of Canada (best known as the RA or RA Centre) operates a multi-sport, recreation and leisure facility conveniently located in the heart of Ottawa. With a deep and quality laden line-up of fitness programs, sports leagues designed for adults, summer camps for children and youth and clubs for all ages, the RA is an environment that values fun, respect and excellence. RA members celebrate in a social atmosphere with a new story created each day. Supporting these stories is the ability for members and the public to access services from the RA's Events and Conference team offering quality food and beverages. With a proud legacy of community engagement that embodies a clear passion for excellence in sport, the RA has much to offer the sport community. For additional design information on the House of Sport please visit our project page at www.houseofsport.ca.

About Sport for Life Society

Broadly speaking, the Sport for Life Society strives to improve the health and lives of all Canadians. Sport for Life – a national not-for-profit organization – consists of leaders from the sport, recreation, education, health and business sectors. Sport for Life educates and informs sector leaders to enable them to better understand and deliver Long-Term Athlete Development, quality sport and physical literacy programming. Programs and on-going education are supported through the open source resources and partners and clients are encouraged to incorporate gender equity, accessibility, socioeconomic inclusion, and cultural diversity into their programs and to actively support sport for all.

Through all of the work that Sport for Life does, the Society strengthens its three pillars: improving the opportunity for more and enhanced physical literacy programming, preparing more Canadians to pursue excellence in sport, and increasing the likelihood of Canadians staying active for life.

<http://sportforlife.ca>

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