

# The True Sport Movement



Robert Kirwan, True Sport  
Community Animator for Northern Ontario

Mike Ladouceur, Executive Director  
Sportlink, Greater Sudbury

## TRUE SPORT PRESENTS

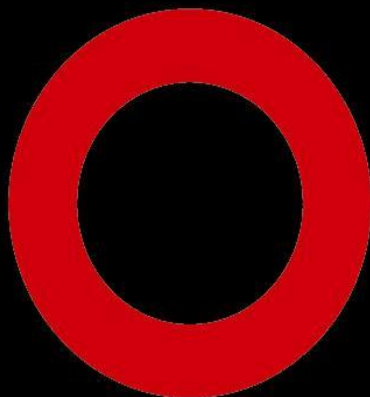
### A SPECIAL FOUR PART INTERVIEW

### FEATURING

**Mike Ladouceur, Executive Director of  
SPORTLINK  
Greater Sudbury's Sport Council**

**&**

**Robert Kirwan, Northern Ontario  
True Sport Community Animator**



**TRUE SPORT  
lives here**



## *Sportlink Leads The Way In The “True Sport Movement” For Almost 200 Sport Organizations In The Greater Sudbury Area*

With almost 200 sport organizations and associations in their database, Sportlink, Greater Sudbury’s Sport Council, and a declared member of the True Sport Movement, has been providing solid leadership in the area for almost five years.

Robert Kirwan, True Sport Community Animator for Northern Ontario, had an opportunity to sit down for a four-part interview with Mike Ladouceur, Executive Director for Sportlink, to talk about what Sportlink is doing for the community and also to look more closely at several of the challenges moving forward if we are to provide Greater Sudbury residents with the kind of sport that lives up to their expectations.

Kirwan explains that True Sport is a national charitable organization that promotes values-driven sport. It is endorsed by the Federal and Provincial governments and receives funding from Sport Canada, the Ontario Trillium Foundation, and other sources through the True Sport Foundation.

True Sport is not a specific program. In fact True Sport is a national movement for both sport and community. In other words, the underlying message behind True Sport is that **GOOD** sport can make a **GREAT** difference, not only in the lives of those who participate in it, but also to the communities that support it.

In 2002, a public opinion poll commissioned by the Canadian Centre for Ethics in Sport revealed that while **92% of Canadians** believe that community sport can contribute to the development of positive values in the lives of young people, **less than 20%** believe that sport is living up to this potential in Canada. This pointed to a **BIG GAP** or disconnect between the public’s expectations of what sport can do and what is currently happening in communities, schools, and sport organizations across Canada.

The True Sport Movement has therefore become the national social movement for sport and community, attempting to bridge the gap!

### **FOUR PART VIDEO INTERVIEW ON YOU TUBE**

<u><a href="#">Introduction</a></u>	<u><a href="#">Part Two</a></u>	<u><a href="#">Part Three</a></u>	<u><a href="#">Conclusion</a></u>
<u><a href="#">PLAY VIDEO</a></u>	<u><a href="#">PLAY VIDEO</a></u>	<u><a href="#">PLAY VIDEO</a></u>	<u><a href="#">PLAYVIDEO</a></u>

Robert Kirwan and Mike Ladouceur engage in an open discussion about the role of Sportlink in developing the True Sport Values and Principles in the City of Greater Sudbury. With up to 200 sports organizations in its network, Sportlink is playing an integral part in helping volunteers and coaches provide residents with the kind of sport that achieves its full potential in developing positive skills and character traits in youth and thus improving the quality of life in the community for all people, not just participants of sport. The interview provides interesting insight and food for thought for local sport enthusiasts who want to make a difference.

Join the Movement.

Joignez-vous au Mouvement.

**Go For It**

*Always rise to the challenge.  
Danceer how good you can be.*

**Play Fair**

*Play honestly and obey the rules.  
If losing is only real when  
competition is fair.*

**Respect Others**

*Respect teammates, competitors  
and officials both on the field and off.  
Win with dignity and lose with grace.*

**Keep It Fun**

*Have a good time.  
Keep a positive attitude and  
contribute to a positive atmosphere.*

**Stay Healthy**

*Respect your body.  
Keep in shape.  
Avoid unsafe behaviors.*

**Give Back**

*Do something that helps  
your community.*



**Vas-y**

*Relève le défi!  
Dépense-toi et amuse-toi!*

**Fais preuve d'esprit sportif**

*Joue honnêtement et adhère aux règles du jeu.  
L'un perdant n'est réellement vaincu  
que lorsque la compétition est loyale.*

**Respecte les autres**

*Respecte tes coéquipiers et adversaires, les arbitres  
et les officiels sur le terrain et en dehors du terrain.  
Montre-toi en dignité vainqueur et en bon perdant.*

**Amuse-toi**

*Amuse-toi bien.  
Prends une attitude toujours positive,  
c'est la base de ta meilleure atmosphère.*

**Garde une bonne santé**

*Respecte ton corps et tiens-toi en bonne forme.  
Ne t'engage pas dans des comportements dangereux.*

**Donne en retour**

*Fais un peu de bien à ta communauté.*

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