

SIMTAG FAQ's:



Q: What is [SPORT. It's More Than A Game](#)?

A: SPORT It's More Than A Game (SIMTAG) is an advocacy campaign administered by Sask Sport to promote the benefits of participating in amateur sport. Since its inception, various "Benefits of Sport" messages have been used in TV, radio and print advertising campaigns, along with posters and table cards for promotion at facilities and events.

Q: What Sport It's More Than A Game (SIMTAG) materials and benefits messages are available?

A: Six new Sport benefits messages are available in posters, table tent cards and print ads.

To view and/or download the SIMTAG messages and materials visit <http://www.sasksport.sk.ca/simtag.php>

Q: How do I order the SIMTAG materials?

A: You can place your order two ways:

- Order on-line by clicking on the order form at <http://www.sasksport.sk.ca/simtag.php>
- Order by calling the Sask Sport Regina office at 780-9340

Q: Is there a cost to ordering the SIMTAG materials?

A: SIMTAG materials are available and distributed at no cost in keeping with the campaign's objective to encourage as many groups, organizations, schools, fitness and recreational facilities in Saskatchewan to display the important *benefits of sport* messages. Sask Sport, however, reserves the right to limit quantities.

Q: Where does Sask Sport acquire the "benefits of sport messages" used in the SIMTAG campaign?

A: The SIMTAG sport messages are gathered from various researched facts and organizational sources such as Saskatchewan *in motion*, True Sport, Canadian Sport for Life, etc. SIMTAG will also incorporate quotes from various sport figures and utilize creative marketing statements to generate interest.

Q: What if I have some suggestions for sport benefit messages?

A: Sask Sport welcomes any input for effective messages that would have an impact on encouraging any Saskatchewan resident to get involved in sport, stay involved and enjoy the benefits. Contact Della Ruopp, Communications Coordinator, Sask Sport Inc. at 306-780-9375 or druopp@sasksport.sk.ca.

Q: How can I get information on how to get involved in sport?

A: Visit www.sasksport.sk.ca/psgbs.php for a list of "Provincial Sport Organizations" and links to their website and contact information. Each Provincial Sport Organization can assist you in finding a club or sport group nearest you!

Q: Who do I contact for more information on the SIMTAG program?

A: Della Ruopp, Communications Coordinator, Sask Sport Inc. at 306-780-9375 or druopp@sasksport.sk.ca.

Q: Where can I get more information on the benefits of sport or physical activity?

A: Some good resources can be found at:

True Sport <http://www.sasksport.sk.ca/TrueSport.php>

Canadian Sport for Life <http://www.sasksport.sk.ca/CS4L>

Saskatchewan *in motion* <http://www.saskatchewaninmotion.ca>

WISPAR - Women in Sport, Physical Activity and Recreation <http://www.sasksport.sk.ca/WISPAR>