

## **An Active Budget For A Sporting Canada**

### **The Sport Matters Group applauds the federal government for addressing funding gaps for sporting excellence and participation in its 2010 budget**

Ottawa, Ontario (March 4, 2010) - With today's new commitment of \$31 million towards Canadian sport and physical activity programs, the federal government has responded to desire of Canadians to support our athletes and to promote participation at the community level.

"There is real momentum across the country where people are celebrating with our Olympic athletes, preparing for the Paralympic Games and looking to get out on the ice rink, ski hill, or park trail themselves," said Ian Bird, Senior Leader of the Sport Matters Group. "We applaud Minister Flaherty for today's budget that builds on this momentum by supporting a wide range of sport opportunities for Canadians. The Minister has specifically addressed the priorities brought forward by the sport community over the past year."

The budget document breaks down the annual, on-going funding commitments as follows:

- \$5m annually to renew athlete developments initiatives that were slated to sunset this year
- \$3m annually dedicated to ParticipACTION to promote healthy lifestyles through physical activity and fitness
- \$1m annually towards Special Olympics Canada in support of sport programs and competitions for people with an intellectual disability
- \$17m annually for programs that support the training and competition of winter and summer high performance athletes, for such initiatives as Own the Podium (\$11m) and Team Sport (\$6m)
- \$5m to the Canadian Paralympic Committee to build off the coming Games in Vancouver in the years ahead

The Sport Matters Group looks forward to working closely with Minister Lunn in determining how these resources can best be leveraged for public benefit and private sector partnerships.

Sport Matters Group (SMG) is a voluntary group of Canadian sport leaders who have come together to talk about the important contribution that sport makes to society and to advance sport and public policy. SMG is a place where leaders connect with one another, where we address cross-cutting issues together, and where we innovate in finding solutions to complex issues involving sport systems, governments and citizens.

--- 30 ---

Media enquiries:

Liz McDonald  
613.314.3171  
Ian Bird  
613. 447. 2488