

**FOR IMMEDIATE RELEASE: 09/15/14**  
**INTRODUCING GAME PLAN: CANADA'S ATHLETE  
CAREER TRANSITION PROGRAM**

Vancouver, B.C. – The Canadian Olympic Committee, the Canadian Paralympic Committee, Sport Canada and the Canadian Sport Institute Network are pleased to announce the launch of the first phase of Game Plan, a career transition program that provides support to Canadian athletes in life and sport.

Game Plan empowers high performance athletes to pursue excellence by helping them to plan for their career and life after competitive sport. Having a transition plan reduces stress, minimizes distractions and helps athletes focus on their current goals in order to perform to their maximum potential.

“Through consultations, including the Sport Canada Exit Questionnaire for Retiring Carded Athletes, we learned that athletes need more support when they leave their athletic careers,” said the Honourable Bal Gosal, Minister of State (Sport). “That is why the Government of Canada invested \$120,000 in the Canadian Sport Institute Pacific for the development of Game Plan in 2014–2015. We hope this program can help Canadian athletes who have dedicated their lives to the pursuit of sport excellence.”

Today is the official launch of the program’s website and social media platforms. The website is a one-stop portal where athletes will be able to access a team of experts in career development, transition planning and goal-setting. Phase II of Game Plan will be launched in early 2015, and will include on-line transition training modules for athletes, and the announcement of athlete mentors.

“Sport is our business, and we have a responsibility to enable our athletes to be champions in all chapters of their lives,” said Chris Overholt, CEO, Canadian Olympic Committee. “For this to happen, we need to keep our partners engaged in an active and ongoing conversation about nurturing success after competition. While we’re proud to take these important first steps, we know it’s just the beginning.”

“The pursuit of excellence on and off the field of play and competition is a critical part of our athletes’ lives,” said Karen O’Neill, CEO, Canadian Paralympic Committee. “Game Plan provides an important and much needed resource for our athletes to build strong life and career plans which parallel and complement their athletic careers.”

Game Plan is delivered across Canada through the Canadian Sport Institute Network. The Network’s seven locations provide a world-class, multi-sport daily training environment for Canadian athletes and coaches. With the

POWERED BY

support of our partners, the Canadian Sport Institute Network contributes to Canada's world leading Olympic and Paralympic podium performances by providing expert services in sport science, medicine, coach education and career transition.

Athletes and coaches are encouraged to contact the Canadian Sport Institute in their area to learn more about athlete eligibility requirements and services available under Game Plan.

"We've had many athletes express concern about their life after competitive sport," added Wendy Pattenden, Chief Executive Officer, Canadian Sport Institute Pacific. "Game Plan will help athletes reduce the stress associated with transition planning. With similar programs already existing in the UK and Australia, we're proud to be the first nationally standardized program in Canada and help strengthen the Canadian sport system even further."

Website: [mygameplan.ca](http://mygameplan.ca) | [monplandematch.ca](http://monplandematch.ca)

Twitter: [twitter.com/GamePlanDeMatch](https://twitter.com/GamePlanDeMatch)

LinkedIn: [linkedin.com/company/game-plan-game-plan-de-match](https://linkedin.com/company/game-plan-game-plan-de-match)

---

For more information, please contact:

CARL REPP

National Program Manager, Game Plan

[crepp@csipacific.ca](mailto:crepp@csipacific.ca)

250.580.8617