

Video 13.1 A house without a solid foundation develops cracks and never becomes as strong as it could be. Now just imagine sport as a house. What will happen if cracks begin to appear in its foundation? These cracks in the foundation represent the threats that make sport vulnerable. So Canada, how do we build a stronger foundation for sport? Fortunately, a recipe for good sport exists! It's called True Sport and its ingredients are the seven True Sport principles. Mix those seven principles together in the right balance and proportion and voila... we've got good sport. True Sport and its seven principles create a solid foundation by providing programs and tools to guard against the threats while maximizing the positive benefits. From coast to coast to coast, we all have a role to play in ensuring good sport becomes a reality. Visit truesport.ca and join thousands of Canadians who are bringing True Sport to life.