



She's4Sports Brings Women Sport Leaders to the Classroom with Support from Canadian Tire Jumpstart Charities

TORONTO, Jan. 27, 2022. She's4Sports, a sports hub that helps increase representation and opportunities for women and girls in sport, has teamed up with Canadian Tire Jumpstart Charities (Jumpstart) to give girls in the classroom access to sport role models through the How We Play series.

How We Play is a multi-media initiative that includes digital content and YouTube video interviews featuring women across the sport landscape, including:

- Erica Wiebe, Olympian and Team Canada Freestyle Wrestler
- Erin Ashley Simon, Gaming & Entertainment Host and Co-owner of XSET
- Kayla Alexander, Olympian and Professional Basketball Player
- Brigitte Lacquette, Olympian, Women's Ice Hockey Player and Pro Scout for the Chicago Blackhawks

With a focus on engaging girls, the video series provides a unique experience for youth to see how women athletes and LGBTQ+ sport leaders “play” on and off the court, their journeys building a career in sport, and why they decided to give sport a chance.

The [Girls In Sport](#) initiative at Jumpstart provides vital resources for girls through programs like How We Play, which are especially important at a time when sport engagement has declined during the pandemic. According to *The Pandemic Impact on Girls in Sport* report, co-produced by Jumpstart, 1 in 4 girls are not committed to returning to sport after the pandemic ends.

“Jumpstart is proud to help keep girls enrolled, engaged, and active in sport for life,” said Scott Fraser, President of Canadian Tire Jumpstart Charities. “We help support programs like the Girls

in Sport initiative because for kids of all abilities, the opportunity to play is about much more than getting active – sport teaches important life skills like courage, confidence and teamwork.”

Through She’s4Sports, Founder Ainka Jess addresses the lack of representation of diverse role models in sport and knows how important having access to women sport leaders is for girls who may one day want to become an athlete, coach or sport executive.

“A report produced by Canadian Women & Sport shows that 1 in 3 girls drop out of sports by their late teens. This is a huge problem that the sports industry must try to fix. Through this series, I want girls to not only learn about the health and social benefits of sport, but also see role models who look like them - and know one day that they can accomplish their dreams in sport too,” Ainka Jess, Founder, She’s4Sports.

[Watch Episode 1: Brigitte Lacquette](#)

About Canadian Tire Jumpstart Charities

Canadian Tire Jumpstart Charities is a national charity committed to ensuring kids in need have equal access to sport and recreation. With an extensive, national network of more than 1,000 grantees and 289 local chapters, Jumpstart helps eligible families cover the costs of registration, transportation, and equipment, and provides funding to selected organizations for recreational infrastructure and programming. Supported by Canadian Tire Corporation, Jumpstart has provided more than 2.4 million opportunities for Canadian kids to get in the game since 2005. For more information, visit jumpstart.canadiantire.ca.

About She’s4Sports

She’s4Sports is a Toronto-based organization that helps increase representation and opportunities for women and girls in sport through digital content, events and sport advocacy. Founded in 2016, She’s4Sports includes a growing community of over 5000 women and men and addresses diversity, equity and inclusion in sport. Since its inception, She’s4Sports has organized 11 events and produced two digital series: [She Leads By Sport](#) and [We Are Sport](#), visit shes4sports.com.

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