

News Release

Launch of *She Is Active NB* (Network for Women and Girls in Sport and Recreation)

Wednesday September 25th, 2019

Fredericton, NB - The Network responsible for the advancement of women and girls in sport and recreation in New Brunswick is excited to announce the official launch of its new name and logo.

She is Active NB is the outcome of a Think Tank event held in Fredericton in June 2018. The event brought together individuals and organizations from various sectors to identify the way forward to increase women and girls' participation in all facets of sport and recreation in New Brunswick, as participants, leaders, coaches, officials or administrators.

Although significant improvements have been made for the advancement of women and girls' in sport and recreation, studies continue to demonstrate alarming statistics for levels of fitness as well as participation rates amongst women and girls. According to the *Women in Sport: Fueling a lifetime of participation Report*: "By 10 years of age, if a girl has yet to participate in sports, there is only a 10% chance that she will be physically active as an adult" (2016, p. 10).

"Every young girl and woman in New Brunswick has the right to a supportive and positive sport and recreation environment that is safe and that promotes lifelong participation" says network Co-Chair Betty Dermer-Norris. "I'm excited to be part of a group of passionate and dedicated individuals who are committed to making a significant impact."

Members of *She is Active NB* did extensive work over the last year to create a framework for action with three priority areas: 1) Participation, 2) Building Capacity and 2) Advocacy/Communication. The purpose of the Framework is to guide and encourage policies and practices that aim to address barriers faced by women and girls in sport and recreation. Everyone has a role to play to create an environment in which women and girls can thrive.

"I want to congratulate the members of the network for their commitment to increase the number of women and girls participating in sport and recreation opportunities", said Tourism, Heritage and Culture Minister Robert Gauvin. "Sports contribute to our wellbeing and our health while teaching participants valuable skills, accountability, dedication and leadership. Our government is a proud partner of this initiative."

As we celebrate Gender Equality Week as well as National Coaches Week, *She is Active NB* would like to take this opportunity to thank all the women coaches and leaders in New Brunswick for their commitment, dedication, passion and for being positive role models for generations to come.

For more information about *She is Active NB* or to get involved, please contact Chelsey Leahy, Women and Girls Project Manager at chelsey@coachnb.ca or 506-444-3888 ext. 3.

Betty Dermer-Norris & Christine Powers-Tomsons
Co-Chairs - *She is Active NB*



@SheElleActiveNB