



**Press Release: Introducing Sport Edmonton: A New Era in Community and Sport**

Under the direction of the Chief Executive Officer, Reed Clarke.

**FOR IMMEDIATE RELEASE**

**March 7th, 2024**

**Edmonton, AB** –In an exciting development for the local sports community, the Edmonton Sport Council is proud to announce its rebranding to “Sport Edmonton”, marking a new chapter for the organization’s commitment to enhancing sport and recreation in the city.

Sport Edmonton, formerly known as the Edmonton Sport Council, has been a leader in advancing the sport, active recreation, and active living sector in Edmonton. The organization has advocated and encouraged Edmontonian of all ages, abilities and interests to benefit from physical activity and to live active.

The decision to rebrand to Sport Edmonton was made after extensive consultation with stakeholders, including local government, community organizations, and sports bodies. This strengthened identity is a testament to the collaborative spirit that Sport Edmonton aims to foster among all its current and future partners within the city.

"We are not just changing our name; we are redefining our identity and purpose," says Reed Clarke, CEO of Sport Edmonton. "Our goal is to create an environment where sport acts as a unifying force, bridging gaps and building stronger, more resilient communities. This rebranding reflects our commitment to not only support existing sports organizations but also to inspire the next generation of athletes and sports enthusiasts."

Under the fresh leadership of Reed Clarke, a respected figure with a rich history in sports management and development, Sport Edmonton is poised for groundbreaking achievements. "I'm excited and humbled to be leading Sport Edmonton as CEO. It is not just a role, it's a commitment to championing excellence, fostering growth and igniting passion for sports in our community. I look forward to bringing sports and community together in 2024 and for years to come." Clarke's dedication to fostering inclusivity and accessibility in sport makes him the ideal leader to steer Sport Edmonton into this new era.

As Sport Edmonton embarks on this exciting journey, it brings forth a refreshed Vision, Mission, and set of Value Pillars for 2024 and beyond.

**Sport Edmonton Vision: *Where Sport & Community Come Together***

Sport Edmonton sees a city where barriers to participation are dismantled and every individual, regardless of age, ability, socioeconomic status, or background, has access to a wide range of sports and recreational activities.

This vision includes not just the physical spaces where sports are played, but also the social and community networks that support and enhance the sports experience.

**Sport Edmonton Mission:** *To be the trusted partner, advocate, educator, and leader of Sport & Recreation in Edmonton through an inclusive and accessible manner.*

As the definitive voice and leader in the domain of sport and recreation, Sport Edmonton commits to advocating, educating, and leading with integrity, passion, and innovation.

This mission statement serves as our guiding principle for decision making, program support, and community engagement moving forward. It ensures that our efforts are aligned towards the common vision of enhancing our Edmonton communities through sport and recreation.

**Sport Edmonton Value Pillars:**



**Legacy:**

We will collaborate with all stakeholders to ensure national & international sport events that occur in Edmonton leave a legacy behind for the community.

**Educate:**

We will continue to share valuable information and serve as a trusted resource to sport organizations and the sporting community in Edmonton.

**Advocate:**

We will bring all the sport organization voices together and speak to community partners, government bodies, and corporate stakeholders as a unified body.

**Develop & Support:**

We will provide resources towards developing community-driven, grassroots sport initiatives, and recreational events across the city of Edmonton.

**From vision to action, the journey ahead:** Under the direction of the CEO, Reed Clarke, the transition to Sport Edmonton is a reaffirming commitment to the sport and recreation sector in Edmonton. Watch for exciting news in the near future regarding our support of some great upcoming community sports events and legacy sport projects already in the works!

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