

August 13, 2018

Mark W. McGuire

Re: “Give and Go” documentary

Dear Mark,

Please accept this letter on behalf of Active for Life (AFL) acknowledging our support of the “Give and Go” documentary project.

Active for Life is a national, not-for-profit initiative, and our mission is to help Canadians raise physically literate children. At ActiveForLife.com parents, educator, and coaches will find fun activities, engaging articles and free resources to get kids active, healthy and happy.

As presented to us, the “Give and Go” documentary aligns with AFL’s promotion of the benefits of a “multi-sport” approach amongst parents of children involved in sport. Namely that children who engage in many sports and activities at an early age are more likely to remain healthy, suffer less repetitive stress injuries associated with early specialization, avoid sport burn-out, and are more likely to remain active for life.

In support of your project, we will promote the “Give and Go” documentary through AFL’s website and social media platforms. In doing so, AFL will expose your documentary to a wide audience* of parents, educators and professionals interested in physical literacy, sport and physical activity.

AFL looks forward to working with you and your team in promoting your documentary across Canada and the world.

Sincerely,



Richard Monette
Managing Director, Active for Life

** For the 12-months period ending July 31st 2018, ActiveForLife.com generated 1.2 million unique visitors.*