



**Association  
canadienne des  
entraîneurs** **Coaching  
Association  
of Canada**  
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March 11, 2019

**Mark McGuire**  
Co-Founder,  
Give and Go Sport Education

**RE: “Give and Go” Documentary Project**

Dear Mark,

On behalf of the Coaching Association of Canada (CAC), I would like to express my full support for the “Give and Go” documentary project.

As an organization that unites partners and stakeholders in the interest of raising the skills and stature of coaches, the CAC’s primary goal is to positively impact the sport experience, the performance, and the lives of all athletes in Canada through quality coach education.

Throughout the years, research has continued to showcase the importance of multi-sport participation and it is important that we continue to raise awareness about its benefits. Young children who are involved in more than one sport are more likely to stay healthy and to stay active for a longer period of time. As leaders in the sport community, it is important that we create an environment where multi-sport participation is encouraged.

We are confident in your abilities to lead this project and to create a documentary that will positively influence the Canadian sport landscape. We look forward to assisting you in its development and we will be eager to promote the project through our platforms once it has been released.

Sincerely,

Lorraine Lafrenière  
CEO, Coaching Association of Canada