

Hi all,

If the medium is the message, then it always makes sense to own the medium.

That's one of the reasons why our work together in support of the Canadian Olympic Committee's CRTC applications for English (Canadian Amateur Sports Network - **CASN**) and French (Réseau du sport amateur canadien - **RSAC**) television broadcast licenses is so critical.

These licenses would represent a major benefit to amateur sport and provide a range of new opportunities across our sector. These new channels would dramatically increase the profile of our athletes as well as provide significant funding for amateur sports bodies in Canada.

The COC has asked for a mandatory status for these French and English channels, which means that every household in Canada would have access to them. This would give our athletes and our coaches - at all levels – the kind of television exposure that reflects Canadian's interest in sport.

In order to persuade the CRTC to grant our licenses, we need a strong show of support from the Canadian sport community.

HERE IS HOW YOU CAN HELP:

- (1) REGISTER YOUR SUPPORT ONLINE NOW AT www.casn-rsac.ca. IT WON'T TAKE MORE THAN A MINUTE OF YOUR TIME.**
- (2) FORWARD THIS EMAIL TO YOUR COLLEAGUES, FAMILY, FRIENDS AND NEIGHBOURS SO THAT THEY, TOO, CAN REGISTER THEIR SUPPORT FOR CASN.**

More information on the applications is available on the www.casn-rsac.ca website. Please do not hesitate to contact me should you wish additional information.

Thank you for supporting the CASN/RSAC applications..

Yours in sport,

Ian Bird

Senior Leader
Sport Matters Group