



FOR IMMEDIATE RELEASE

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Launch of New Anti-Racism in Sport Campaign

Committed to making sport safer for everyone in Newfoundland and Labrador

PARADISE, NL — Sport Newfoundland and Labrador has launched a [campaign](#) aimed at addressing racism in provincial amateur sports.

Newfoundland and Labrador has a large Indigenous population and a growing number of newcomers. Sport Newfoundland and Labrador is working to create a provincial sporting culture where everyone feels safe in sport, no matter their background.

The “Do Your Part: Stop Racism in Sport” campaign encourages taking collective action to create anti-racist sport environments throughout Newfoundland and Labrador. The focus of the campaign is highlighting how athletes, coaches, officials, parents, and organizational leaders can work as a team to counter hate and discrimination.

The campaign includes calls to action for members of the public to submit reports of racism in sport. Sport Newfoundland and Labrador provides a Safe Sport Complaint Mechanism which aims to provide an impartial, transparent and effective process for addressing complaints related to racism and other instances of mistreatment and discrimination in sport. Anyone interested in learning more about the processes, or submitting a complaint, can visit this [webpage](#).

Sport Newfoundland and Labrador Executive Director, Troy Croft, spoke to the goal of the campaign, saying, “Newfoundland and Labrador has a reputation as a welcoming place.

We want everyone involved with sport to feel just as welcome at a baseball field or a hockey rink as they feel at home.” Mr. Croft acknowledged that being anti-racist requires a deliberate mindset. “Racial and cultural discrimination has no place in society, and certainly no place in sport. We have a collective responsibility to speak out when racism occurs. When we speak out, we are making sport safer and more enjoyable.”

Campaign ambassadors embody the spirit of the campaign and represent Indigenous and visible minorities in Newfoundland and Labrador. George Mammen, a parent and coach ambassador who grew up playing sports in the province, commented on the campaign. He said, “It’s so encouraging to see time, resources, and commitment being dedicated to reducing discrimination in Newfoundland and Labrador.”

Mr. Mammen also reflected on the opportunity the campaign represents at this particular moment. “At a time when Newfoundland and Labrador has never looked more diverse — and the world around us feels so divided — it’s more important than ever to simply treat others the way you want to be treated. Compared to previous generations, this generation has made great strides; but there are many more strides to go.”

The Aboriginal Sport and Recreation Circle of Newfoundland and Labrador was a key collaborator in the development of the campaign and was consulted on Sport Newfoundland and Labrador research that helped shape the campaign.

Aboriginal Sport and Recreation Circle of Newfoundland and Labrador Executive Director, Valentina Nolan, commented on the campaign, saying it is “a welcome initiative that the Aboriginal Sport and Recreation Circle of Newfoundland and Labrador is happy to partner on.”

Ms. Nolan shared her perspective on how to persevere when encountering racism. “The many unfortunate stories that have been shared during our facilitation of Aboriginal coaching modules brought a real sense that we all have a responsibility to address the major problem of racism in sport and in society. From an Indigenous perspective, we always refer to our Circle teachings; everyone is equal and shown respect regardless of race, gender, age, income, or ability.”

Catch the campaign videos and graphics running on social media from now through October. If you are interested in obtaining materials to use in your sports facility or training centre, please email communications@sportnl.ca.

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Campaign Information - [Do Your Part: Stop Racism in Sport Landing Page](#)

Campaign Sample Materials





DISCRIMINATION IS A LOSER'S GAME.

Anti-racism is a Team Effort.
Everyone loses when prejudice, racism, exclusion, or harassment become part of sport. Reporting shuts racism down, protects others from future harm, and allows everyone a chance to find belonging.

Do Your Part STOP RACISM IN SPORT

Learn More

sportnl.ca/stop-racism

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SPEAK UP. SHUT IT DOWN.

Anti-racism is a Team Effort.
If you hear racist comments or witness mistreatment based on race or background, filing a report can protect others from harm, help organizations keep everyone safe, and create more welcoming spaces. Remember: reporting is supporting better sport for all.

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REPORT IT. DON'T IGNORE IT.

Anti-racism is a Team Effort.
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SPORT IS FOR EVERYONE.

Anti-racism is a Team Effort.
A coach's duty is to protect all athletes. By modeling respect and ensuring athletes are given equal opportunities to develop their skills, we can all participate with confidence and have fun!

Do Your Part STOP RACISM IN SPORT

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