

What's Inside

Sport Tourism

...Page 2

Greater Sudbury Soccer Club

...Page 3

**Guest columnist
Randy Pascal**

...Page 4-5

**Sudbury Special
Olympians Triumph**

...Page 6

Curling Update

...Page 7



Side**LINES**

**SportLink's Newsletter
for Sports-Minded People**



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Sport Tourism Update

On January 18, 19 and 20, 2011 Sudbury hosted several sport tourism forums for various stakeholders across the community. These forums provided a platform for brainstorming, status updates and an opportunity to present progress with regards to the overall sport tourism strategy.

Blair McIntosh, Director of Games for the Sport Tourism Alliance of Ontario, attended the 3 day workshop/forum sessions and presented his strategy outline to the local sport organizations, members from the school board, staff from the City of Sudbury, all the funding partners and the city's tourism partners.

This collaborative effort allowed Sudbury to begin the initial steps towards creating a strategy that will allow the city to attract, secure and host large events similar to the Ontario Summer Games held in August 2010.

SportLink attended the Tuesday night session with all the local sport organizations and attended the Thursday forum with all the tourism partners.

Moving forward, with the information provided by Blair, SportLink is fully ready to assist and aid in the development of a sport tourism strategy. We will be an active member in all attempts to secure major provincial, national and international events while assisting current events to grow and attract a wider audience.

We encourage all organizations to join the sport tourism action plan. If anyone missed the session and would like to receive further information regarding the week long discussions do not hesitate to contact SportLink.

We can be reached by phone (705)674-4455 ext 4434 or by email:

Susan.Levesque@sudbury.ca or

Michael.Ladocueur@sudbury.ca

Did you Know?

The Ontario Summer Games hosted **27 provincial sport competitions** within the 3 day event.

This demonstrated Sudbury's ability to **host** major events, and left the city with the ability and infrastructure to bid on and host all 27 provincial sport competitions in the future on an individual basis.





SportLink Sport Group Survey

Help us better serve the community!

Visit <http://sportlink.ca/surveys/2011-sport-survey.html> to take the 10 minute survey today! Your contributions are greatly appreciated and will go a long way in making SportLink a more valuable resource to YOU!

Greater Sudbury Soccer Club

They said it would never happen that there were simply too many strong-willed individuals, all with their own agendas, in order to allow competitive soccer in Sudbury to amalgamate under an umbrella organization.

Yet with the start of the 2011 season only months away, the Greater Sudbury Soccer Club (GSSC) has not only become a reality, but the wheels are fully in motion, with steps being taken to build a foundation to grow soccer in the Nickel City.

The GSSC brings together representatives from seven different organizations which previously offered youth competitive soccer in the region, looking to build a structure that is far less divisive than the previous set-up, which consistently would see teams fighting over the local talent pool.

The new club also greatly simplifies the process from a parent and player's viewpoint. In the past, a young player interested in joining a competitive youth team might have to make several enquiries just to find out which organization might be offering a team at his particular level.

The new system will allow parents to simply register their children with the club. Based on numbers, the talent will then be distributed in a fair and equitable manner, while also recognizing the geographic realities that exist in the area.

Currently, the GSSC has made application to either the CSL or CGSL (Central Soccer Leagues) for a total of seven local teams to play at either Level 3 or Level 4 competition. Most of these applications will accommodate existing teams, balancing the reality that exists at their particular level with the changing landscape of soccer in Sudbury.

It all makes for what should be a very interesting period in the development of Sudbury soccer. Stay tuned for all the details.

Got News?

Contact our office at 705-674-4455 ext. 4434 or email us at susan.levesque@sudbury.ca if you have information or announcements that you want included in the newsletter.

If you would like to write a guest column. Deadline for the next edition is (February 28th, 2011). Go to www.sportlink.ca for updates on current sporting events in Sudbury.

Jeux de la Francophonie: July 19-24, 2011

SEEKING REFEREES, JUDGES AND OFFICIALS!

Contact Laetitia Tchoualack, Associate Director of sports programming at 705-222-2011 ext. 203

or by e-mail at laetitia@jeuxfc.ca for more details.

sudburysports.com

Commissioner Mark Cohon shares thoughts on the CFL

By: Randy Pascal

At a time, back in March of 2007, when many might have questioned the wisdom of jumping right into the middle of the countless challenges that face the **Canadian Football League (CFL)**, **Mark Cohon** didn't hesitate.

League commissioner for the past four seasons, Cohon was in Sudbury last month, addressing students of the **Laurentian University Sports Administration** program, as well as speaking to a local audience at a fundraising luncheon.

Like many of those on hand, Cohon counts himself as a fan, first and foremost. "I love the game - I loved it as a kid, loved watching it, loved playing it," he said. Still, the dynamic leader, with stints at both Major League Baseball International and the National Basketball Association (NBA) already on his impressive resume, felt strongly the CFL could offer more.



"I think the former commissioner, **Tom Wright**, set a good table - there were a lot of good initiatives in place," said Cohon. "The CFL probably just wasn't living up to its full potential. I thought there was an opportunity to take it to the next level."

Key Dates in Local Sport

Feb 15-17: CTV Northern Ontario Masters Curling Bonspiel

Feb 19th: SDSSAA City Finals: B-Ball (Men); and V-Ball (Women)

Feb 26th: 6th Edith Casaletto Memorial Pond Hockey Tournament

Feb 28-20: Sudbury Snowflake Challenge

Mar 2-4: OFSSAA Wrestling

Mar 13-17: Little NHL

Continued on Page 5

sudburysports.com

OFSSA Wrestling

March 2nd-4th @ The Sudbury Arena, Admission is FREE

Come enjoy the competition with over 850 wrestlers from Ontario, competing in over 1200 matches over 2 days

Contact Shawn Day at srwc@live.ca for more info

Commissioner Mark Cohon shares thoughts on the CFL

A graduate of **Northwestern University** in Chicago, Cohon senses a similarity with his NCAA experience and some of the Canadian venues. "I took my wife to a game in Regina and she said, "I feel like I'm at a US college game" - that sense of community, the sense of pride that exists," said Cohon.

A strong believer in the bond that CFL teams must forge within their local community, Cohon recognizes that the economic realities of the league can provide a benefit in this regard. "A lot of our guys want to stay," he said.

"Because the average salary is \$ 85,000, better players might make \$ 140,000 or so, many of these guys are also working in the community, so they like to be settled in the community and build a life there - and that's why our fans love them," Cohon added.

Nothing if not realistic, this Canadian business leader, who is also the current Chair of the Ontario Science Centre, understands there remains much work to be done. "We are wildly successful out West, Quebec is very strong, we're getting a great foothold in Atlantic Canada," Cohon explained.

"We have lots of viewers in Ontario, but the Toronto market is a difficult market, because it's so competitive." Yet finding the opportunity to garner the type of feedback and input that the CFL requires in order to grow the league should seldom pose a problem for the talkative father of one.

"I love going to the stadium and sitting with the fans, because I'm a fan as well." ~

Key Dates in Pro Sport

Feb 12th: Hockey Day in Canada

Feb 13-22: Players report to MLB spring training

Feb 20: NHL Heritage Classic (Montreal vs. Calgary)

Feb 18-21: NBA All-star weekend

Feb 28th: NHL Trade Deadline

Mar 17-18: March Madness begins (NCAA men's b-ball)



6th Annual Edith Casaletto Memorial Pond Hockey Tournament

February 26th, 2011 at Rocky's Lake Wanapitei

For more information, such as registration info, visit www.marchofdimes.ca

To volunteer please contact Linda Jones to ljones@marchofdimes.ca

Sudbury Special Olympians Triumph At Winter Provincials

On Sunday January 23rd at the Sudbury airport, a small group of parents & volunteers welcomed home 13 Special Olympians & 5 coaches from the Thunder Bay 2011 Special Olympics Provincial Winter Games, which took place during January 20th to 23rd 2011.

What great achievements they accomplished. Our Curling Team: Odette St-Gelais, Tricia Leonard, Paul Logan, Jason Blais & Kenny Beauvais **won the Silver medal**; Figure Skater Nadia Bouillon brought home a **Bronze medal**; Speed Skater Tammi Lyn Deveau **won 3 gold medals & 1 Silver medal**, and our Snow Shoeing Team: Kylee Hocevar, Jean Marc Sansoucy, Ryan Normand, Mathieu Gervais, Joe Milani & Larry Roy brought back a total of **10 gold medals and 3 silver medals**.

The Sudbury team in total won **19 medals! (13 Gold Medals, 5 Silver Medals, and 1 bronze medal)**

Competing at the 2011 Games gives our athletes the chance to potentially represent Ontario at the 2012 Special Olympics National Winter Games taking place in St. Albert, Alberta.

On behalf of the Special Olympics Ontario – Sudbury we take this opportunity to congratulate everyone on a job well done, you have made us proud.

Anyone wanting to join our organization as an athlete or volunteer, please contact Lynne Houle at 705-855-1219.

Lynne Houle
Community Coordinator
Special Olympics Ontario - Sudbury

Lacrosse Registration

The Greater Sudbury Lacrosse Association have announced their registration dates!

March 8th and 9th:
6-9pm @ Howard Johnson s

March 23rd and 24th:
6-9pm @ Howard Johnsons

For more information visit
www.sudburyrockhounds.com
or via email at
info@sudburyrockhounds.com





Zumba Classes Now Available Through Dance Evolution!

Offered Monday, Wednesday & Friday Evenings for \$10 per class

No pre-registration is required., just show up and have fun!

For more info contact Ali Loney at info@danceevolution.ca or visit www.danceevolution.ca

Sudbury Wheelchair Curling Update

Last year, the Sudbury Curling Club in partnership with the Northern Ontario Curling Association hosted the first ever wheelchair curling session in Sudbury. Wheelchair curling is now offered every week and provides a fantastic way for people with disabilities to stay physically active and enjoy the benefits of socializing with peers.

All too often, people with disabilities find it difficult to be active members of society, particularly in the winter when snow and ice makes it difficult to get around. Wheelchair curling provides individuals with an opportunity to be active, to be included, and enjoy a sport that has a proud tradition in Northern Ontario.

This year the Sudbury Wheelchair Curling Team is training to compete at the Provincial Wheelchair Curling Championships in Thunder Bay. We will compete against three other teams for a chance to win a berth at the National Championships!

The team is very competitive and consists of Skip Steve Daniel, 3rd Rick Prud'homme, 2nd Sarah Lashbrook and lead Dennis Duclos. The team is coached by Thomas Matheson and is proudly sponsored by Norm Gervais, owner of Medichair, and the Sudbury Curling Club. The wheelchair curling team has been training intensely three days a week and strives to be successful in winning the championship. The playdowns will take place at the Fort William Curling Club in Thunder Bay on the 25th, 26th and 27th of February 2011.

For more information about wheelchair curling you can visit the following link: www.eteamz.com/sudburycurlingclub/news/ or call for more information at 705-673-5601.

Next Issue...

If you have any ideas for featured stories, guest columnist or relevant ideas feel free to contact SportLink at 705-674-4454 ext 4434 Or by email at michael.ladouceur@sudbury.ca

Visit www.sportlink.ca for all information such as sign up options to remain in the circulation database for SideLINES, SportLink's' official newsletter.