

Introduction

September 19 - 27, 2020, marks the sixth annual National Coaches Week and we're asking everyone across Canada for your help celebrating!

Whether you're from a National Sport Organization, Provincial / Territorial Aboriginal Sport Body, University, club, or if you're a coach, parent, or athlete, we want your help saying #ThanksCoach to coaches across the country.

Why National Coaches Week?

National Coaches Week is a week to celebrate the tremendous positive impact coaches have on athletes and communities across Canada. It's an opportunity to recognize coaches for the integral role they play by simply saying #ThanksCoach.

>> **Coaches matter!**

- Coaches make valuable contributions to the quality of life in communities across Canada.
- Coaching contributes significantly to volunteerism in Canada.
- Coaches develop young athletes' passion for sport that can carry them on to greater heights

>> **Coaching the numbers:**

- More than 1.5 million people in Canada have received training in the National Coaching Certification Program (NCCP).
- One in seven Canadians will coach at some point in their lifetime.

>> **Our partners make it happen!**

National Coaches Week wouldn't be possible without the support of the sport community in Canada. National Coaches Week is supported by National Sport Organizations, their hundreds of Provincial/Territorial Sport Organizations, thousands of clubs, and the millions of athletes across Canada that join us in celebrating the powerful positive impact of Canada's coaches. This year, make sure one of them is you!

>> **Get involved!**

Supporting National Coaches Week can be as simple as sharing a social media post about a coach you'd like to thank, or as elaborate as hosting your own National Coaches Week virtual event. The tools in this guide will help you create and promote National Coaches Week content to recognize the special coaches in your community.

Don't know where to get started? Don't worry! There are lots of ways you can participate – pick and choose whatever works for you!

>> **List your event!**

If you've planned an event for National Coaches Week, or if you're looking to find a local event in your community be sure to check out the National Coaches Week Event Calendar.