



FOR IMMEDIATE RELEASE

Sport New Brunswick Announces Launch of Momentum Campaign

Organization seeks to raise \$30,000 in support of Member Services

Fredericton, NB – November 15, 2025 – Sport New Brunswick, the leading support agency for sport systems throughout the province, launches with great hope its Momentum Campaign, a fundraiser aimed to address the growing demand on the organization for member services, namely among Provincial Sport Organizations. Specifically, funds will go towards optimizing effective member communication, supporting member organizational efficiency, and expanding its capacity to offer members free and subsidized business services.

“We have an opportunity here to make sure that we are supporting our members into and beyond the 2029 Canada Summer Games hosted in Moncton and Saint John,” said Sport New Brunswick CEO Cheryl MacDonald. “Every contribution, no matter the size, brings us closer to our goal of reducing the burden on our members who are busy on the ground every day making sport happen in our province.”

The campaign name, Momentum, is a reference to the 2022 report by NE MacKay & Associates titled “Gaining Momentum Together: Envisioning NB Sport 2035.” It presents recommendations for positively evolving the sport system in New Brunswick. The report is based on feedback from over 700 people, 25 organizations at summits, through surveys, interviews, and direct communication. Investment in sport and enhancing sport leadership are two of the report’s main focus areas.

The Momentum Campaign will run until May or June and offers a variety of ways to get involved. These include individual donations, peer-to-peer fundraising, sponsorship agreements, and an artistic donor incentive program in collaboration with Acadian artist Nathalie LaPlante (Nat LaPlante Art).

About Sport New Brunswick:

Sport New Brunswick’s purpose is to drive sport participation, facilitate system development, strengthen coaching and leadership, and serve its membership of approximately 70 provincial and multi-sport organizations. Its recent impact includes the following:

- KidSport NB will give out over \$300,000 this year to support over 1000 families in accessing sport at 235 different clubs and associations province-wide
- Sport NB is a national leader in safety and integrity in sport, having developed one of Canada’s first independent complaint mechanisms, as well as its new triage program called Safe Zone
- This past year, Sport NB has nearly doubled its number of active charitable member projects supporting 33 NB Amateur Sport Fund initiatives
- Last year, Sport NB delivered National Coaching Certification Program (NCCP) education to nearly 1000 coaches. This year it was responsible for Canada Games coach compliance.
- Last year, under the advisement of the provincial Performance Excellence Committee, Sport NB gave out over \$140,000 to 53 elite-level athletes as part of the NB Athlete Assistance Program

To learn more about the Momentum Campaign and to donate, visit www.sportnb.com. To schedule a media interview, email Cheryl MacDonald, CEO, at cheryl.macdonald@sportnb.com.

