



iF3 Masters and Junior Championships declared a True Sport event

July 12, 2023: In recognition of the belief that good sport can make a great difference, the International Functional Fitness Federation (iF3) Masters and Junior World Championship has been declared a True Sport event.

Held at the Richmond Olympic Oval in Vancouver, Canada from September 30 to October 2, 2023, over 300 athletes from more than 20 countries will compete for the title of World Champion in 11 different age groups. All participants are encouraged to bring the True Sport Principles to life through their actions, thereby making a statement about the kind of sport they want to be a part of.

To showcase their commitment to True Sport, the iF3 will:

- Invite all athletes, coaches and officials to take a True Sport Oath during the Opening Ceremonies;
- Present a True Sport Award to the athlete who best exemplifies the True Sport Principles;
- Run a social media campaign to encourage participants to share #TrueSportMoments during the event; and,
- Display True Sport Principles banners at event facilities as a reminder of the behavior that is expected at the event.

Veronique Paquette, President of the Canadian Functional Fitness Federation, head of the Local Organizing Committee, and a True Sport Champion stated,

“It was important for me to make why we participate and compete in this sport a focus of the event. An international event like the iF3 Masters and Junior Worlds is not just an opportunity to show that athletes are strong, fast, and fit, but to demonstrate how the functional fitness community bonds together to elevate the good in sport. As I see the True Sport Principles aligning well with the Olympic values, it was natural for me to promote them. To become the first functional fitness event to emphasize fitness performances and showcase the heart of the people who compete in and organize events is a great honor. True Sport is a beautiful way to bring participants back the roots of sport and remember why we play and compete. In a time when the news is often filled with stories of cheating and negativity in sport, it’s increasingly important to remember the True Sport Principles, which emphasize why we all started and wanted to compete in functional fitness in the first place.”

About True Sport

True Sport is an initiative of the Canadian Centre for Ethics in Sport (CCES), which is designed to give people, communities, and organizations the means to leverage the benefits of good sport, from a platform of shared values and principles. As a values-based sport network leader, the CCES believes that activating the True Sport Principles, on and off the field of play, will contribute to a positive shift in Canadian sport culture. Learn more at www.truesport.ca.