

attending the country's high schools, community colleges and universities so that they may continue training during the summer instead of seeking employment to pay for their education. Recipients are recommended by their national sport-governing body and a National Selection Committee. Athletes with definite medal potential may obtain extra assistance for the increased coaching, testing and use of facilities that they require to be successful in international competition.

Canada's native peoples also receive grants so that they can train and hire leaders and develop their own recreation and fitness programs.

(2) Organizations

As a result of the studies carried out in 1969, it became clear that a special effort would be required in a selected group of problem areas. As a result, a number of organizations were set up outside of the Program so that they might be able to operate with a degree of flexibility not normally available within governmental structures. The four main organizations are:

(a) The Administration Centre for Sport and Recreation

Thirty-seven associations are housed at this special centre in the effort to provide them with a continuing and professional basis of administration. The salary for an executive director is provided, as is the office space. Secretarial and clerical services are available as well.

(b) Hockey Canada

This organization was established in 1969 to prepare and manage Canada's national hockey team and to develop the game of hockey across the country.

(c) Sport Participation Canada

Using the motto "ParticipAction", this company employs the media and highly-developed marketing techniques to persuade Canadians to be physically active during their leisure time.

(d) Canadian Coaching Association

This organization is seeking to upgrade the coaching network throughout Canada.