



THIS IS WHAT MATTERS...

THIS IS BEYOND X'S AND O'S...

THIS IS THE DIFFERENCE MUTUAL RESPECT MAKES...

THIS IS HOW CONTESTS SHOULD BE PLAYED...

THIS IS WHAT CHARACTER LOOKS LIKE...

THIS IS WHAT DEFINES US...

THIS IS SPORTSMANSHIP.



This message brought to you by the Alberta Schools' Athletic Association, the Canadian Interscholastic Athletic Administrators Association and School Sport Canada.