

ParticipACTION Announces Appointment of Vice President, Business Development

TORONTO, September 23, 2020 – Elio Antunes, President and CEO of ParticipACTION, announced today the appointment of Adam Ashton as Vice President, Business Development. Reporting to the President and CEO, Ashton is accountable for the organization’s revenue generation including commercial partnerships and related stakeholder relations, while advancing new business solutions and opportunities.

“Adam is a highly accomplished executive, with an impressive track record as a strategic leader and partner to business development teams in a variety of sectors,” says Antunes. “Adam will play an essential part in our evolution as Canada’s premier physical activity brand. We are especially excited to have him join the team as we prepare for a very important ParticipACTION milestone, celebrating 50 years of inspiring Canadians to move more and get active!”

Ashton has a background in sports media and event marketing, having held a variety of senior positions throughout his career at Bell Media, TSN, Canada’s Olympic Broadcast Media Consortium, U SPORTS and Influence Marketing.

“ParticipACTION is an iconic Canadian brand which has been a part of our collective culture since the 1970’s.” says Ashton. “I am delighted to be joining the organization at such a pivotal moment, delivering innovative content through the ParticipACTION app, engaging Canadians through national physical activity challenges and providing globally recognized thought leadership like the Report Card on Physical Activity for Children and Youth. I see tremendous potential in our partnerships and overall development opportunities, especially considering our 50th anniversary in 2021.”

Ashton assumed the role on September 14, where he joins Antunes and Shauna Pichosky, Vice President, Marketing and Communications as part of ParticipACTION’s executive leadership team.

About ParticipACTION

ParticipACTION is a national non-profit organization that helps Canadians move more. Originally established in 1971, ParticipACTION works with its partners, which include sport, physical activity and recreation organizations as well as governments and corporate sponsors, to make physical activity a vital part of everyday life. For more information, please visit [ParticipACTION.com](https://www.participaction.com) and download our free [ParticipACTION app](#).