

## **Brian Torrance Joins ParticipACTION as New President and CEO**

**August 25, 2025** – ParticipACTION, Canada's leading non-profit promoting active living since 1971, is thrilled to welcome Brian Torrance as our new President and CEO. Brian is a respected leader in Canada's physical activity and public health sector, with a strong commitment to equitable access to well-being in schools, communities, and public spaces.

"We are thrilled to welcome Brian as our new President and CEO," says Laura Richard, Chair of the Board of ParticipACTION. "His collaborative leadership, deep expertise, and strong relationships across the sector will build on the momentum of recent years and further advance ParticipACTION's role as a national leader."

Over the past 14 years, Brian has contributed to national initiatives including the Healthy Schools Alliance, Active Canada 20/20, the Common Vision, and the Change the Pace Summit, and has worked closely with ParticipACTION through advisory and national working groups. His energy and commitment have advanced the accessibility of physical activity and its role as a foundation for a healthy, thriving society.

"Sport and physical activity have always been a part of my life. I've seen firsthand how movement not only strengthens physical health, but also elevates mental well-being, builds vibrant communities, and fosters a sense of national pride. I believe an active Canada is a healthier, happier Canada, and I'm excited to bring that passion to ParticipACTION to help inspire and enable all Canadians to get moving," says Brian.

Brian served as Executive Director of Ever Active Schools since 2010, leading the charity's mission to promote health and well-being in school communities across Canada.

ParticipACTION's outgoing President and CEO, Elio Antunes, announced his retirement in April 2025. Elio played an instrumental role in strengthening the organization's relationships with government, sponsors, and sector partners and creating opportunities for nationwide collaboration. Elio will continue in an advisory role for the coming months to ensure a smooth transition.

We are excited to welcome Brian to lead our organization into this next chapter. His official start date is September 29, 2025.

