



ONTARIO

Sporting Life | Toronto, Ontario
www.sportinglife.ca

Sporting Life has built a name for itself as Toronto's premier retailer destination for sporting goods, athletic wear and fashion.

Founded in 1979 by Patti Russell, Brian McGrath and David Russell, the company's personality is as distinctive as the product lines it carries. Sporting Life does more than just sell sporting goods and fashion: they are a leader in social responsibility and a reflection of the community it serves.

Customers keep coming back to the Sporting Life environment because of the excellent customer service, great value and outstanding selection.

In the early years starting in 1979, were devoted to building a clientele for is ski equipment, running shoes, racquet sports gear and fashion apparel for sports enthusiasts.

27 years later, Sporting Life is an operation that consists of two flag ship stores, a bike and snowboard specific store and a store located in Collingwood, heart of the ski country in Ontario 1 and ½ hours north of Toronto. A store dedicated to servicing the Collingwood area, its private ski clubs and the Toronto market.

The people at Sporting Life care more than just sales, they are concerned with what's happening in the world and draw people into their stores to involve them with the community at large. You feel it the moment you walk in – Sporting Life is a totally unique experience. Sporting Life lives what it sells.

Sporting Life sponsors grass root skiing, deeply involved with racing and freestyle programs. They are an official retailer to the Canadian National Ski Team and sponsor major sporting events such as The Rogers Cup Tennis Tournament and The Sporting Life 10K, Canada's fastest 10K running through downtown Toronto, all for Camp Oochigeas, a children's camp for kids afflicted with Cancer.

Sporting life also invests a lot of money into its advertising and marketing campaigns that combine some of Toronto's biggest billboards, a high traffic website, a concentrated email database defined by lifestyle, a annual full page newsprint campaign and a new interactive private digital network infrastructure within its store which enables them to not only market themselves and its own promotions but also sell "ad space" and build marketing programs with 3rd party groups that match their demographic, the most successful program was with American Express.

Owner: Brian McGrath



