

**Press Kit**

# Let Canadian Talent Shine

Tokyo 2025  
Deaflympics ▶



**CANADIAN DEAF SPORTS  
ASSOCIATION**



DEAFLYMPICS



TOKYO 2025  
25TH SUMMER DEAFLYMPICS

# The CDSA Launches a National Initiative to Propel Canadian Deaf Athletes to the 2025 Summer Deaflympics in Tokyo

## WHY THIS CAMPAIGN?

- A total of 48 deaf and hard-of-hearing athletes will represent Canada at the 2025 Deaflympics in Tokyo, taking place from November 15 to 26. They will compete in 9 sports: athletics (marathon and 5000m), badminton, basketball, golf, beach volleyball, tennis, and table tennis.
- The Deaflympics celebrate athletic excellence and inclusion by offering an environment tailored to the needs of deaf athletes — including interpreters and accessible technologies. These Games are the equivalent of the Olympics for deaf and hard-of-hearing individuals.
- Despite support from the federal government and various organizations, the Canadian Deaf Sports Association (CDSA) is still facing a funding shortfall to cover travel, accommodation, and accessibility-related costs.



## ABOUT THE CAMPAIGN

The theme of the CDSA's campaign is:

**“ Let Canadian Talent Shine  
at the Tokyo Deaflympics ”**

The campaign aims to raise funds, raise awareness about the challenges faced by deaf athletes and promote national unity through sport.

The goal is to raise **\$100,000**. This amount will help cover athlete travel, accommodations in Tokyo, competition uniforms, registration fees, and accessibility services.

This year, the Deaflympics are more than a sporting event — they're an opportunity to show the world that Canada is a strong and inclusive nation, ready to make its presence felt on the global stage. When athletes compete, they don't just wear a jersey — they carry a nation, its stories, and its values.

### Promotional Video

Shot in Ontario and Quebec, the video features several elite deaf athletes, including **Sacha Gagnon-Loun**, ranked 4th in the world in deaf golf.

[WATCH THE VIDEO HERE](#)

The CDSA will also be organizing awareness and promotional events across the country.

**The campaign will conclude in mid-October.**

*When we compete, we don't just wear a jersey — we wear our nation, its history, its values, and its pride.*

**GRETA DAVEY**

volleyball

*Our success reflects the determination and unity of Canada.*

**SAMER SAWAN**

basketball

*Taking part in the Deaflympics is a once-in-a-lifetime achievement. I've worked so hard to be selected, and I'm truly grateful to the businesses making my participation possible.*

**ALEX L'ALLIER**

tennis

*We're Canada's ambassadors on the world stage, and our performance represents our country.*

**MARGUERITE MORISSETTE**

badminton

## ABOUT THE DEAFLYMPICS

The Deaflympics are held every four years and are the oldest multi-sport event after the Olympics. Only athletes with a hearing level below 55 decibels and who do not use hearing aids or cochlear implants are eligible. The first Deaflympics were held in Paris in 1924.

### Fast Facts – Deaf and Hard-of-Hearing Athletes in Canada

Nearly **357,000** culturally Deaf Canadians

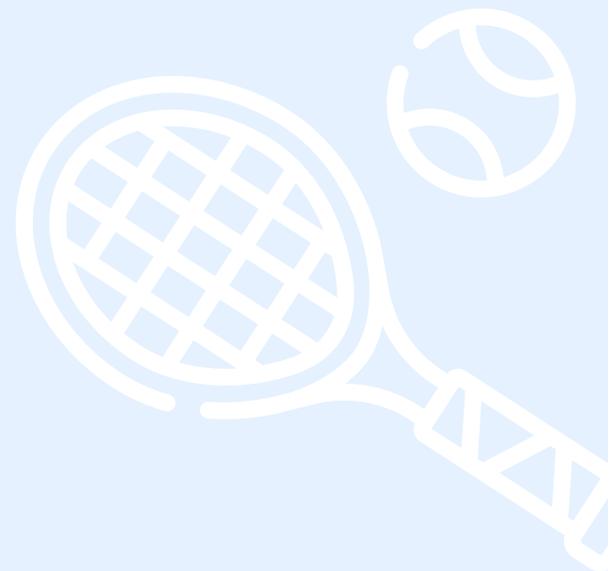
Over **3.21 MILLION** Canadians are hard of hearing  
(Source: Canadian Association of the Deaf – CAD)

In 2025, Canada will have **290** high-performance Deaf athletes

Since 1959, **2,527** Canadian athletes have participated in the Deaflympics

Canada has won **180** medals at the Deaflympics to date

Over **4,000** athletes from around the world will compete at the Tokyo Deaflympics this November



## ABOUT THE CDSA

The **Canadian Deaf Sports Association (CDSA)** is a non-profit organization dedicated to the development of high-performance deaf athletes. Founded in 1959 as the Canadian Federation of Sports for the Deaf, it now oversees the preparation and support of Canadian deaf and hard-of-hearing athletes competing in international events sanctioned by the International Committee of Sports for the Deaf (ICSD) and the Pan American Deaf Sports Organization (PANAMDES).

The CDSA is the **only Canadian body authorized** to select, prepare, and support the national Deaf team for international competitions such as the Deaflympics.

- **Executive Director:** Alain Turpin
- **Website:** <https://assc-cdsa.com/en/>
- **Campaign Site:** [assc-deaflympics.ca](https://assc-deaflympics.ca)

## HOW TO SUPPORT THE CAMPAIGN

### Donate:

[CDSA DONATION PORTAL](#)

### Become a Partner:

Contact Alain Turpin at [alain.turpin@assc-cdsa.com](mailto:alain.turpin@assc-cdsa.com)

