

Press Kit

Let Canadian Talent Shine

Tokyo 2025
Deaflympics ▶



**CANADIAN DEAF SPORTS
ASSOCIATION**



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

HOW TO SUPPORT THE CAMPAIGN

Donate:

CDSA DONATION PORTAL

Become a Partner:

Contact Alain Turpin at
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