



## **Sport Chek declared a ‘cult brand’ at North American marketing summit**

*Retailer in elite company after receiving the honour at The Gathering marketing conference*

February 19 – Calgary, Alberta: Today, Sport Chek (@SportChek) was recognized as a world leader in customer loyalty and brand development by The Gathering, a marketing forum that recognizes only the world’s most successful and coveted brands. From a pool of more than 500 companies, Sport Chek was one of only 12 exceptional brands to be honoured.

“Sport Chek is on a mission to inspire every Canadian toward a fit, healthy and active lifestyle and having an inspirational brand is critical to us achieving our goals,” said Frederick Lecoq, Senior Vice-President of Marketing, FGL Sports. “The health and status of our brand is a direct reflection of what happens when the entire organization fully invests in an approach to put our brand first.”

Without question, 2014 was a record-breaking year of growth for Sport Chek. The award winning multi-channel Olympics campaign, #WhatItTakes, showcased the journey of Canadian Olympic athletes take to inspire the next generation of active Canadians. Canada’s largest sporting goods outfitter also opened its first flagship store in the West Edmonton Mall, offering one of the most digitally immersive retail experiences in the world.

Sport Chek also unveiled the #MyNorth grassroots campaign that celebrates the deep-rooted basketball scene of the Greater Toronto Area and leverages user generated content and strengthens Sport Chek’s presence in the basketball community.

Contributing to the forum itself, the team at Sport Chek spoke to event participants about the benefits and advantages of having executives driving brand and treating brand development as a business strategy, instead of just a marketing one.

Now in its second year, The Gathering provides an exclusive forum for professionals to delve into the secrets that courageous leaders have used to grow the most coveted brands. Featured presenters and honourees this year included The Ultimate Fighting Championship, Tim Horton’s, Disney Channels, Dallas Cowboys, Nintendo, Patrón Tequila, Cirque du Soleil, GoodLife Fitness and Old Navy.

-30-

### **About FGL Sports**

FGL Sports Ltd. is Canada’s largest national retailer of sporting goods, offering a comprehensive assortment of brand-name and private-brand products and operating more than 400 stores from coast to coast, under the following corporate and franchise banners: Sport Chek, Sports Experts, Atmosphere, National Sports, Intersport, Nevada Bob’s Golf, Hockey Experts, Pro-Hockey Life and S3. FGL Sports also has websites for several of its corporate and franchise banners which can be accessed through its main website at [www.FGLSports.com](http://www.FGLSports.com).

# SPORTCHEK



For more information, contact:  
Sarah Van Lange, FGL Sports  
647.287.9582  
[Sarah.VanLange@fglsports.com](mailto:Sarah.VanLange@fglsports.com)