



FOR IMMEDIATE RELEASE

Adam Ashton joins U SPORTS as Chief Operating Officer

October 3, 2019

TORONTO – U SPORTS, the national brand of university sport in Canada, is pleased to announce the nomination of **Mr. Adam Ashton** to the position of Chief Operating Officer. His appointment begins immediately.

Mr. Ashton is a senior leader with 25 years of experience in executive management, sports media and event marketing. Some career highlights include serving as Senior Vice President Business Operations at Bell Media, President of Canada's Olympic Broadcast Media Consortium and VP Marketing with TSN. Most recently, he was the Managing Partner at Influence Marketing.

"We are excited to have Adam join our dynamic team of sports management professionals," said **Graham Brown**, President and CEO at U SPORTS. "From team leadership, organizational excellence and relationship management, Adam will bring a balanced approach, steady personality and diverse sports business experience to our organization."

In his new role, Mr. Ashton will ensure that the organization focuses on achieving its long-term vision, strategy and growth with particular attention to strategic leadership, governance, operations, finance, human resources, partner relations and revenue generation.

"I see great potential with U SPORTS and look to continue the tremendous momentum the team has built so far," said Mr. Ashton. "My approach is to listen, focus our aim and take the right action to advance our organization and stakeholders' interests."

A graduate of the University of Guelph (BA, Management Economics), Mr. Ashton is also a certified Project Management Professional.

Media availability

Mr. Ashton will be available to speak with media via conference call on Friday, October 4, at 2 p.m. ET / 11 a.m. PT. Conference call details are as follows:

Phone #: 647-478-7145

Conference Code: 625262



WE ARE UNIVERSITY SPORT / NOUS SOMMES LE SPORT UNIVERSITAIRE

45 rue Vogell Road, 701, Richmond Hill, Ontario, Canada L4B 3P6

t (905) 508 3000 f (905) 508 4221

USPORTS.CA | **Canada**



About U SPORTS

U SPORTS is the national brand for university sports in Canada. Every year, over 20,000 student-athletes and 900 coaches from 56 universities vie for 21 national championships in 12 different sports. U SPORTS also provides higher performance international opportunities for Canadian student-athletes at Winter and Summer Universiades, as well as numerous World University Championships. For further information, visit USPORTS.ca or follow us on:

Twitter/Instagram/YouTube: @USPORTSca

Facebook: @USPORTSCanada

For more information, please contact:

John Bower

Senior Manager, Communications and Technology

U SPORTS

Off: 905-508-3000 ext. 241

Cell: 780-667-5646

jbower@usports.ca



WE ARE UNIVERSITY SPORT / NOUS SOMMES LE SPORT UNIVERSITAIRE

45 rue Vogell Road, 701, Richmond Hill, Ontario, Canada L4B 3P6

t (905) 508 3000 f (905) 508 4221

USPORTS.CA | **Canada**