

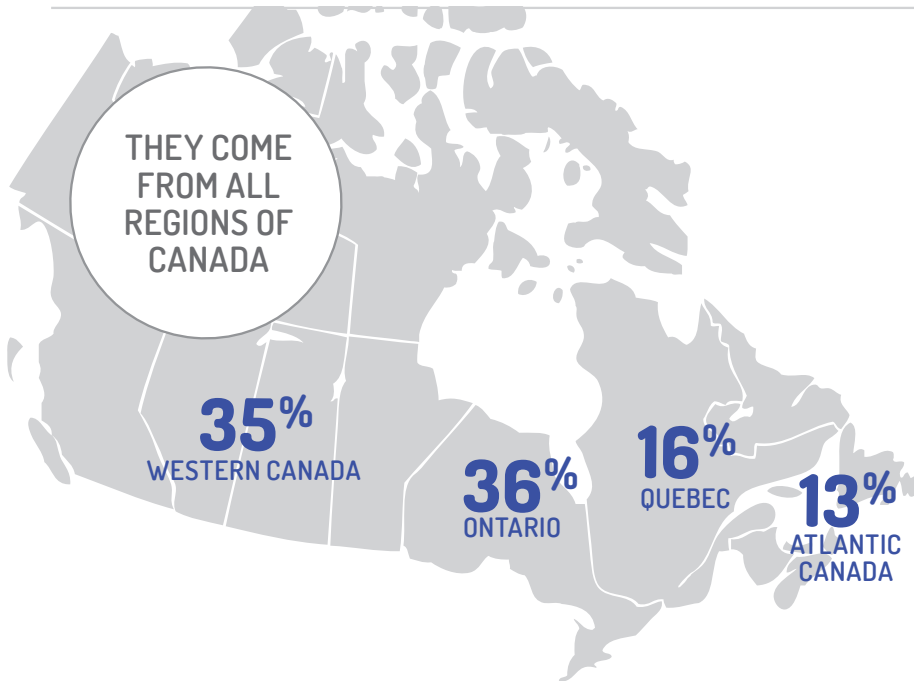
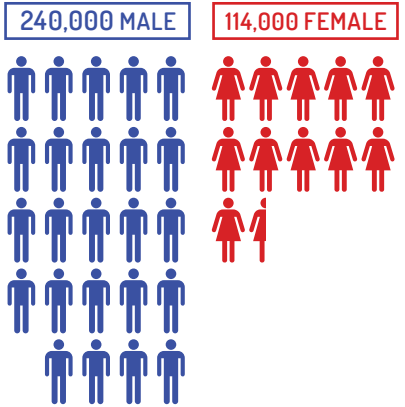
RISE OF BASKETBALL IN CANADA



57% of 3-17 year olds tried basketball, at least casually

8.6 Average age of child when they start playing organized basketball

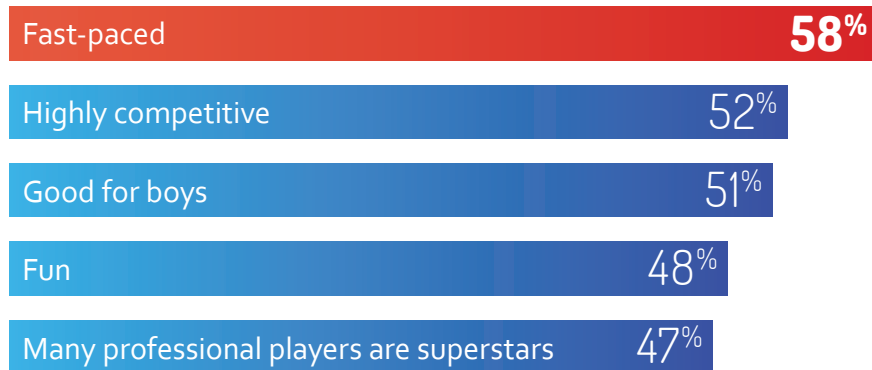
354,000 YOUTH ARE IN ORGANIZED BASKETBALL



AMONG YOUTH 3-17 basketball is the #2 team sport after soccer and ahead of hockey:

- among girls 3-17
- in Toronto
- in Vancouver
- among New Canadian youth

TOP 5 IMAGE ATTRIBUTES OF BASKETBALL AMONG CANADIAN PARENTS



PERCEIVED AS A SAFER COMPETITIVE OPTION

Basketball ranks #35 out of 44 sports on perceptions of injury likelihood compared to football ranked #5 and hockey #6