



FOR IMMEDIATE RELEASE

CANADIAN ATHLETIC THERAPISTS ASSOCIATION CELEBRATES ATHLETIC THERAPY MONTH

Nearly 3000 CATA members and partners will celebrate and spread awareness of athletic therapy in action

CALGARY, AB | JUNE 1, 2023 - The Canadian Athletic Therapists Association (CATA) is celebrating Canada's National Athletic Therapy Month, taking place every June. The month is dedicated to spreading awareness, celebrating the contributions of Certified Athletic Therapists in Canada and educating everyday Canadians on the value and accessibility of athletic therapy. This year, the theme of Athletic Therapy Month is Athletic Therapy in Action.

"Athletic Therapy Month is an important time for us to spread awareness of our field and how it can benefit all Canadians," says Kirsten Kidd, President of CATA. "Certified ATs have so much to offer, however, many people are unaware of where to find an athletic therapist, how they can help, and if Athletic Therapy is right for them. That is where CATA and Athletic Therapy Month come in to share the message that Athletic Therapy is accessible in so many areas, encouraging happier and healthier Canadians."

Athletic Therapy in Action was chosen as this year's theme to showcase the wide variety of areas where Certified ATs work. Whether in a neighbourhood sports medicine clinic, at the Olympics or professional sports settings to recreational sports centres, occupational settings, the public sector, the performing arts and more, Certified ATs are improving the lives of Canadians from all walks of life.

This campaign highlights an important focus for CATA, aiming to broaden the understanding that athletic therapy is for everyone. Through Athletic Therapy Month, Certified ATs from across Canada will be able to share their experiences to build a more holistic picture of the field.

This Athletic Therapy Month, CATA members and partners have been asked to share their experiences on social media to reach new audiences, spread awareness and celebrate their contributions. CATA also encourages patients to reach out and thank their Certified AT or book a meeting to find out more about how athletic therapy can help.

For more information on CATA and how we are celebrating Athletic Therapy Month, visit our [website](#).

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ABOUT THE CANADIAN ATHLETIC THERAPISTS ASSOCIATION

CATA is the certifying and governing body for Certified Athletic Therapists practicing in Canada. Established in 1965 by a group of Athletic Therapists working with professional hockey and football teams, CATA now represents nearly 3000 members. We are dedicated to the advancement and growth of the athletic therapy profession through advocacy, education, and research.

Website: <https://athletictherapy.org/en/>

Instagram: [@CATA_Canada](#)

Facebook: [@CATA.ACTS](#)

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