

New Brunswick Athlete Assistance Program - FREDERICTON, NB – December 13th, 2024 – The New Brunswick Athlete Assistance Program (NBAAP), a vital initiative offering financial aid to the province's high-performance athletes, is now administered by Sport New Brunswick. Sport New Brunswick is the main point of contact for enquiries regarding the NBAAP.

The NBAAP assists athletes actively competing at national and international levels, helping them cover essential training, travel, and competition expenses. The program targets those demonstrating strong potential to join national teams or compete in major competitions, aligning with New Brunswick's commitment to athletic excellence.

Athletes interested in applying are encouraged to contact Sport New Brunswick or visit our website for more information.

“Sport NB is pleased to be able to expand its capacity to support New Brunswick athletes in keeping with the spirit of the [Envisioning Sport Project](#),” said Cheryl MacDonald, Chief Executive Officer of Sport New Brunswick.

Funding is provided by the Sport and Recreation Branch of the Department of Tourism, Heritage, and Culture. The delivery of the program is based on a partnership with the Canadian Sport Institute Atlantic and relies heavily on input from national and provincial sport organizations.

About Sport New Brunswick

Sport New Brunswick (Sport NB) is a non-profit organization dedicated to the development and promotion of the amateur sport community in New Brunswick. It is a federation that consists of 72 provincial sport organizations and other sport related organizations.

About the New Brunswick Athlete Assistance Program

The New Brunswick Athlete Assistance Program recognizes the significant commitment associated with the pursuit of excellence and seeks to relieve some of the financial pressures associated with preparing for, and participating in high-performance sport.

The New Brunswick Athlete Assistance Program (NBAAP) is a sport funding program that provides direct financial assistance to New Brunswick high-performance athletes who have achieved significant results at the national and/or international level or have demonstrated a strong potential to earn a spot on a junior or senior national team.

To be eligible to be considered for support through the NBAAP, an athlete must:

- be a member in good standing with a Provincial Sport Organization (PSO);
- be actively competing in national and/or international competitions;
- be participating in a year-round competitive and training program;
- be a Canadian citizen or a permanent resident of Canada;



- be a New Brunswick athlete.

For Media inquiries and more information about the New Brunswick Athlete Assistance Program:

Cheryl MacDonald
Chief Executive Officer
Sport New Brunswick

