

# MEDIA RELEASE

**The Global Experiential Sport Lab at Ryerson University partners with She's4Sports to move the dial on issues that impact women in sport.**



*Ainka Jess, Founder, She's4Sports interviews Kia Nurse, WNBA Player, at the GXSLab in the Catalyst Hub at Ryerson University.*

**TORONTO, September 5, 2019** – The Global Experiential Sport Lab (GXSLab), based at Ryerson University's FCAD, the Faculty of Communication and Design, is teaming up with [She's4Sports](#), an organization that focuses on giving women a larger voice in sports.

Through the [GXSLab](#), both organizations will collaborate to amplify the contributions of women in sport and address gender diversity and barriers women and girls face in sport. The [Own It](#) event, which is the first initiative led by the two organizations, kicks off on September 17 at Ryerson and will highlight the achievements of six diverse female entrepreneurs in sport.

“The GXSLab is a natural fit with She's4Sports, as it focuses on bridging the gap between scholars, students, faculty and industry, to address issues and trends that impact the ever-evolving sport and sport media industry. This includes diversity and issues that impact women and girls with the goal to mobilize change and eventually achieve equitable opportunities for women and girls to participate in sports on all levels,” says Laurel Walzak, Assistant Professor, Ryerson University, RTA School of Media, Sport Media, and Director of the GXSLab.

Both organizations will work together to create event programming and digital content to engage the students, academic and sports communities on gender diversity in sport and develop opportunities for female students at Ryerson to participate in the sports industry through industry mentorship,” says Ainka Jess, Founder She's4Sports. “This partnership will not only create a safe space for women to come together to discuss sports but will transform the narrative and even the playing field for women and girls to thrive in sports without barriers.”

The GXSLab is housed at FCAD's Catalyst, a 5,000 square foot interdisciplinary research hub, home to 20 labs and centres with a mission is to promote and support the Faculty's SRC.

### **The Global Experiential Sport Lab (GXSLab)**

*The GXSLab is the connection between scholarly research and industry practice in sport and sport media. GXS focuses on the intersection between Globalization; Digitization; and Commercialization. Under the GXS Lab's Gender in Sport platform, it's GXS Women in Sport is an initiative and a community for women and men to come together and engage in activities and discussions related to gender inequities in sport, sport media and sport business. The GXSLab is physically based at Ryerson's downtown Toronto campus within the Catalyst, FCAD's interdisciplinary research hub.*

[www.gxslab.com](http://www.gxslab.com)



### **She's4Sports**

*She's4Sports is a Toronto-based digital and events platform that brings women together to have a larger voice in sports. The network represents a community of over 3000 passionate women and men who want to amplify and celebrate the contributions of women in sports.*



### **FCAD at Ryerson University**

*Ryerson FCAD is an impactful education hub and innovation ecosystem at the heart of Canada's media design and creative industries. It is grounded in Canadian values but with a truly international perspective and scope. It is home to many of Canada's top schools and programs in their field and recognized as a leading institution around the world.*



Faculty of Communication and Design

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### **Contacts**

Laurel Walzak, Assistant Professor  
Ryerson University, RTA School of Media, Sport Media  
Director, The Global Experiential Sport Lab (GXSLab)  
[lwalzak@ryerson.ca](mailto:lwalzak@ryerson.ca)

Ainka Jess, Founder  
She's4Sports  
[shes4sports@gmail.com](mailto:shes4sports@gmail.com)