



FOR IMMEDIATE RELEASE; NOVEMBER 19, 2021

## **Introducing the Global Ambassador Program: An innovative way to promote synchronized skating worldwide & bridge the gap between developmental and elite levels.**

In an effort to grow synchronized skating and continue moving in the direction of the Olympic Games, OneTeamMVMT is launching their Global Ambassador Program. The 2021-2022 Global Ambassador Program consists of 18 senior level synchronized skaters from 15 different countries, working together with a common goal; to grow synchronized skating worldwide and bridge the gap between developmental and elite levels within the sport.

These 18 ambassadors were selected through an application process consisting of essays, video submissions and coach recommendations, which were reviewed by a committee of influential leaders from within the synchronized skating community. Review committee member and World Bronze Medalist **Jordan Alexander** stated, "The applications represented everything the sport of synchro embodies: strength, unity, passion, and community. It is clear that the group of athletes chosen to be the 2021-2022 Global Synchro Ambassadors are some of the very best athletes and representatives this sport has to offer. I have no doubt that the ambassadors will promote the synchronized skating community with the utmost integrity."

In order to achieve the goals of the Global Ambassador Program, the three pillars of focus for this inaugural season are;

1. Mentorship & Connection
2. Education
3. Publicity & Awareness

OneTeamMVMT Program Coordinator **Amber Scott** shared, "The Global Ambassador Program is truly groundbreaking for the sport of synchronized skating. With the power of social media, we have the opportunity to connect with teams and share with the world how unique and special this discipline of skating really is. Not only are the ambassadors trying to prove this sport deserves to be in the Olympics, but they are passionate about inspiring and connecting to the next generation of synchronized skaters."

Through the Global Ambassador Program, OneTeamMVMT will be able to more effectively tailor its initiatives to aid the global development of the sport. OneTeamMVMT founder and executive director, **Lisa Carriere** (nee Miadovnik), emphasized the global diversity of this program; "As an organization, we are committed to advancing the sport of synchronized skating worldwide. Our ambassadors know first-hand what challenges synchronized skating faces in their respective countries, and they are passionate about using their drive, experience, and diverse skill sets to create positive change. We are thrilled to have such an international group of dedicated and elite synchronized skaters working to make a difference in our sport."

Australian ambassador **Alex Fitzsimmons**, echoed this sentiment, saying "The Global Ambassador Program puts a spotlight on the smaller countries in the synchro world and gives them a platform to voice their unique challenges..."

The Global Ambassador Program has a long-term commitment to the promotion and development of synchronized skating worldwide and aims to further its community's goal of obtaining Olympic status for the sport. OneTeamMVMT Development Manager **Sarah Moss** emphasized the importance of this initiative to the Olympic movement, saying "The Global Ambassador Program showcases the widespread global participation of our sport, which is a main aspect required for Olympic inclusion. By utilizing these ambassadors to promote synchronized skating in their respective countries and worldwide, OneTeamMVMT is moving synchronized skating one step closer to Olympic inclusion."

To follow updates on the Global Ambassador Program, follow @globalsynchroambassadors on instagram and visit [www.oneteammvmt.org](http://www.oneteammvmt.org) to sign up for updates on upcoming projects. Donations to support this project can be made via PayPal by clicking [here](#) or visiting: [https://www.paypal.com/donate?hosted\\_button\\_id=GRADQ6TZFTCH4](https://www.paypal.com/donate?hosted_button_id=GRADQ6TZFTCH4)

***OneTeamMVMT** is a non-profit organization based in Canada that empowers the synchronized skating community worldwide. Through their commitment to unite the community and develop, promote, and support the sport of synchronized skating, they are bringing synchronized skating closer to achieving Olympic status.*