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**FOR IMMEDIATE RELEASE**

## **TRAILBLAZER JESSICA CAMPBELL TO HEADLINE MONTRÉAL'S INAUGURAL *UNMATCHED* GENDER EQUITY IN SPORTS CONFERENCE**

- *The first woman to coach in the NHL, currently the assistant coach of the Seattle Kraken, joins sports broadcasting pioneer and Montréal Canadiens executive Chantal Machabée for a landmark conversation on equity, leadership and representation.*
- *WTA CEO Portia Archer will take stage during her first visit to National Bank Open in Montréal.*
- *Also featuring Laura Stacey, Marinette Pichon, Shireen Ahmed, Meeker Guerrier, Alexandre Despatie and Martine St-Victor, the event takes place Wednesday, August 6 in Montréal. Tickets are on sale.*

**[MONTREAL, QC] July 8, 2025** — Jessica Campbell, the first woman to coach in the NHL, headlines as the keynote speaker at *UNMATCHED*, Tennis Canada's gender equity in sports conference presented by National Bank. Making its Montréal debut on August 6 at IGA Stadium during the National Bank Open presented by Rogers (WTA 1000), *UNMATCHED* delivers a high-impact program featuring some of the most influential voices in sport. Rooted in the theme *Stronger Together*, the event turns a spotlight on the bold new perspectives that are shaping women's sports, from transformational leadership to the business case for collaboration over competition.

Jessica Campbell, a trailblazing coaching presence in the National Hockey League, joins sports media legend and Montréal Canadiens executive Chantal Machabée for a powerful fireside chat on breaking barriers and redefining what's possible for women in sport. Both have challenged the system from within, and together they'll explore what it means to lead, last and bring more women along. From career highs to hard truths, they'll speak candidly about what it takes to thrive in spaces that were never built with you in mind.

Campbell, who also made history as the first woman behind the bench at the men's IIHF World Championship in 2022, is one of the first two keynote speakers from outside the tennis world to take the stage at *UNMATCHED*, as Dawn Staley, head coach of the University of South Carolina women's basketball team, headlines the Toronto edition.

Marking the 55<sup>th</sup> anniversary of the women's professional event at the National Bank Open presented by Rogers, CEO of the WTA, Portia Archer, will also join a panel later in the day. Archer has been at the helm of the WTA during a period of unprecedented growth. In 2024 the Hologic WTA Tour attracted a global audience of more than 1 billion while total attendance at Tour events increased by 15% during the 2024 same period. This growth is underpinned by significant support for WTA athletes, including funding for paid maternity leave and protected rankings while players undertake fertility protection measures.



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## QUOTES

### **Jessica Campbell**

"Throughout my career, I've been proud to pave the way for future generations by believing that women truly belong in hockey and our gender can be a source of strength and positive influence rather than a limitation. I'm thrilled to be part of the 2025 edition of the *UNMATCHED* conference and stand alongside other women changemakers as we push for lasting, meaningful advancement for women in sports."

### **Valérie Tétreault, Vice President, Communications and Professional Tournaments at Tennis Canada and Director of the National Bank Open in Montreal.**

"With Jessica as our inaugural keynote speaker at *UNMATCHED* in Montréal, we're continuing to raise the bar on an industry-leading event that has become synonymous with fearless female leaders. Our aim is to build on the success of its first three years in Toronto, where we hosted panellists including Venus Williams, Maria Sharapova and Billie Jean King, and to keep striving for an equitable future across all sports. Hosting Jessica at Canada's leading professional women's tennis tournament is the perfect opportunity to emphasize how we truly are *Stronger Together*."

### **Three dynamic panels to anchor the event**

Sports broadcaster Frédérique Guay will host *UNMATCHED*, setting the tone and guiding the flow of the conversations. Moderators Alexandre Despatie, Martine St-Victor and Meeker Guerrier will each bring depth and perspective to the discussions, enriching the dialogue with lived experiences and insight.

In addition to the keynote fireside chat, the panels feature a compelling mix of leaders from across sports, media and business including Portia Archer (CEO of the WTA), Laura Stacey (pro hockey player for the Montréal Victoire and world and Olympic champion), Marinette Pichon (sporting director of the Montréal Roses and France's first professional women's soccer player), Lucie Blanchet (National Bank), Édith Cloutier (Rogers Communications), Shireen Ahmed (sports journalist) and Jeff Harris (Deloitte).

### **Beyond the game: how progress is redefining athletes' futures**

From recognition to rights and protection, women's professional sports are evolving rapidly. This panel explores how the many shifts are forging new paths for athletes in and beyond the game.

### **Creating space: reshaping media for women's sports**

What does it take to change the narrative? This panel showcases the voices that are driving a new era in how women's sports are seen, covered and valued.

### **Women's sports: from underdog to unstoppable**

With record audiences, innovative partnerships and rising investments, women's sports are booming. Could solidarity be their greatest competitive edge?

## ADDITIONAL INFORMATION

- Tickets are on sale now. All details are available on [Tennis Canada's website](#)
- Members of the media who would like to attend the conference must send in an accreditation request for the 2025 National Bank Open presented by Rogers. Click [\*\*here\*\*](#) to access the accreditation form for Montréal tournament.



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- To create the Montréal edition of the conference, Tennis Canada partnered with Collective Pivot, which leverages the power of the sports industry to drive social change and elevate women's sports.
- UNMATCHED is part of Tennis Canada and National Bank's Game. Set. Equity. (GSE) commitment—an ambitious and holistic strategy to advance gender equity at every level of the tennis ecosystem.

### About Tennis Canada

Founded in 1890, Tennis Canada is a non-profit, national sport association with a mission to lead the growth, development and promotion of tennis in Canada and a vision to be a world-leading tennis nation. We value teamwork, passion, integrity, innovation and excellence. Tennis Canada owns and operates the premier National Bank Open presented by Rogers WTA and ATP Tour events, four professional ATP and ITF sanctioned events and financially supports four other professional tournaments in Canada. Tennis Canada operates junior national training centres/programs in Toronto, Montreal and Vancouver. Tennis Canada is a proud member of the International Tennis Federation, the Canadian Olympic Committee and the Canadian Paralympic Committee, and serves to administer, sponsor and select the teams for Davis Cup, Billie Jean King Cup, the Olympic and Paralympic Games and all wheelchair, junior and senior national teams. Tennis Canada invests its surplus into tennis development. For more information on Tennis Canada please visit our website at: [www.tenniscanada.com](http://www.tenniscanada.com) and follow us on LinkedIn, X, Facebook and Instagram.

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