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FOR IMMEDIATE RELEASE

TENNIS CANADA UNVEILS PROGRAMMING FOR 2025 UNMATCHED: GENDER EQUITY IN SPORTS CONFERENCE IN TORONTO

- *Participants include Dawn Staley, Mark Tewksbury, Lisa Ferkul, Nathalie Cook and Tamika Nurse*
- *Limited tickets are still available for the conference, taking place Tuesday, August 5 at Sobeys Stadium*

[TORONTO, ON] July 15, 2025 – Tennis Canada is proud to unveil the programming for the **2025 UNMATCHED: Gender Equity in Sports Conference presented by National Bank** in Toronto, set to take place on Tuesday, August 5 at Sobeys Stadium.

Driven by this year's conference theme, ***Stronger Together*** - reflecting the belief that progress in gender equity is only possible when we work across roles, communities, and sectors - the event will be split into three sections: **GAME, SET and EQUITY**, named after Tennis Canada and National Bank's [groundbreaking women and girls' commitment](#).

Confirmed to join keynote speaker **Dawn Staley** are several prominent gender equity advocates. **Senator Farah Mohamed** will open the conference with Canadian Olympic gold medalist **Mark Tewksbury** set to emcee, while media executive **Nathalie Cook** will host a panel on the how the corporate world can impact the growth of women's sport, alongside prominent representatives from **National Bank, Canadian Tire** and the **Toronto Tempo**. Former NCAA basketball star and sports analyst **Tamika Nurse** will moderate the keynote conversation with Staley, while former Minister for Women and Gender Equality **Marci Ien** will lead a TED Talk-style discussion on rethinking community sport access as a priority for the future of sport in Canada.

Limited tickets are available. Click [here](#) to secure your spot at the 2025 UNMATCHED Conference in Toronto.

Hosted on-site during the [National Bank Open presented by Rogers](#) for the first time ever, the conference will include all-new experiences for attendees, including a networking reception at the Stella Artois Racquet Club and the exclusive opportunity for some guests to take part in behind-the-scenes tours of Sobeys Stadium on the day of the tournament's highly-anticipated quarter-finals. The overall program will delve into meaningful topics, from investment and policy to grassroots impact to personal leadership and action — giving attendees a full-spectrum view of how change happens in sport. Below is a snapshot of its highlights:

1. GAME

Panel: Investing in Impact – The Corporate Role in Growing Women's Sport

Moderated by **Nathalie Cook**, this panel brings together leaders from **National Bank, Canadian Tire**, and the **Toronto Tempo** to explore how and why brands and private equity are prioritizing the business of women's sport and what it will take to sustain change. Nathalie will take the stage with industry leaders



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including **Lisa Ferkul**, Chief Revenue Officer of the Toronto Tempo, and **Jennifer Plenert**, Senior Vice President and National Manager at National Bank Financial.

2. SET:

This segment will offer a dynamic exploration of how community minded leadership, progressive policies and diverse voices converge to drive measurable social impact and legacy in sport.

Through a series of engaging **SET Talks**—short, TED-style presentations—we plan to spotlight dedicated work advancing gender equity, progressive policies, and grassroots innovation. **Marci Ien** will speak about her latest work with the ReThinkSport project, spotlight the Hijabi Ballers and Philpott Children's Tennis – who are recipients of the Game. Set. Equity. Community Tennis Grants - as well as approaches to building inclusive and accessible sport.

3. EQUITY

Keynote: Fireside conversation with Dawn Staley

Join **Dawn Staley**, a basketball legend and trailblazer across sport, for an inspiring fireside chat moderated by **Tamika Nurse**. Drawing from her storied career as a player and coach, as well as her dedication to empowering young women athletes, Dawn will share powerful insights on leadership, equity, and nurturing the next generation of changemakers transforming the world of sport.

Beyond the Net(work)

New in 2025, all delegates are invited to join us at the Beyond the Net(work) post-conference reception at the Stella Artois Racquet Club located on-site at Sobeys Stadium

Tennis Canada and the UNMATCHED Conference are partnering with [Makeway](#) on SOLEMATCH — a sneaker drive initiative that provides girls with shoes to empower them both on and off the court, benefiting local community partners. Each donation serves as an entry into a contest to win two tickets to the UNMATCHED Conference in Toronto. Donations can be made in advance as well as on-site at the conference. For more information, [click here](#).

QUOTES

"I am thrilled to host the 2025 edition of the *UNMATCHED Gender Equity in Sports Conference*. This important event brings together diverse voices to spark action and advance gender equity in sport," said conference host Mark Tewksbury "By fostering meaningful dialogue and collaboration across sectors, we aim to inspire attendees to drive sustainable change and help build a system where everyone—regardless of gender or identity—can thrive and lead."

"The UNMATCHED Conference is a catalyst for honest dialogue within the sports community—an opportunity to boldly confront challenges, share strategies, and build collective momentum in supporting the advancement of women and girls in sport," said Nathalie Cook, President, Mr.MomMusic Inc. "I'm honored to moderate a panel exploring how to best navigate the corporate investment landscape and I look forward to a candid conversation with those leading meaningful and measurable impact".

"It is a privilege to be part of this year's UNMATCHED event highlighting gender equity in sport," said Tamika Nurse. "Words cannot express how excited I am to host a fireside chat with Dawn Staley. Dawn is



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a woman of action, with a track record of excellence, and a trailblazer in every sense of the word. I feel blessed to have the opportunity to sit down and discuss the growth of female athletics and how we are all *Stronger, Together.*"

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 and follow us on LinkedIn, X, Facebook and Instagram.

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