



Destination Stratford
47 Downie Street, Stratford, ON N5A 1W7
P: 519-271-5140 T: 1-800-561-7926
hello@visitstratford.ca

FOR IMMEDIATE RELEASE

\$25,000 Grant Awarded to Expand Walking Soccer in Stratford

Stratford, Ontario, June 27, 2025 – The Stratford Sloths Walking Soccer Club in partnership with Destination Stratford are pleased to announce the successful awarding of a \$25,000 Provincial grant to support the expansion of walking soccer in the Stratford region.

This opportunity is made possible by the Ontario Ministry for Seniors and Accessibility through their 2025-26 Seniors Community Grant Program, which supports projects that help older adults stay active, engaged, and connected. This year's program focuses on promoting social inclusion, expanding access to health and wellness resources, and developing tools to support diverse aging populations across Ontario.

“The Seniors Community Grant Program is helping protect the well-being of seniors by providing opportunities to stay active, connected and engaged. We are honoured to support the Stratford Sloth Walking Soccer Club in partnership with Destination Stratford on an initiative that exemplifies how community-driven projects can deliver inclusive recreation for all,” said Raymond Cho, Minister for Seniors and Accessibility.

The Stratford Sloths are a friendly, volunteer-run group that brings people together through walking soccer — a fun, low-impact way for older adults and everyone to stay active and connected. Walking soccer is a growing, inclusive sport designed for individuals seeking low-impact, community-based physical activity. This funding will help the Stratford Sloths broaden participation, raise awareness, and build the foundation for long-term community impact.

“The partnership with Destination Stratford and successful grant funding is an incredible opportunity to showcase and grow Walking Soccer since our group’s inception in 2021,” said Peter Mitchell of the Stratford Walking Sloths. *“These additional resources enable us to host local and regional tournaments and promote walking soccer to several new demographics in our community and beyond. With three of our local players on the Canadian National team, Stratford is well-positioned to play a leadership role in the sport.”*

The project will enhance local access to recreational opportunities that promote physical health, mental well-being, and social connection—particularly for older adults and equity-seeking groups. By investing in outreach, capacity building, and community engagement, the initiative aims to make walking soccer a vibrant and sustainable part of Stratford’s recreational landscape.

“This funding is an exciting step toward making inclusive sport more accessible for



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everyone in our community,” said Kylie Wasser, Director of Sport Development & Tourism for Destination Stratford. “Walking soccer has the potential to bring people together, improve quality of life, and create a lasting sense of connection.”

Destination Stratford’s involvement aligns with its broader mandate to support balanced, year-round economic activity through initiatives that strengthen both community well-being and local tourism.

The project will be delivered collaboratively between Destination Stratford and the Stratford Sloths Walking Soccer Club.

Funding provided by the Government of Ontario.



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For more information, please email hello@visitstratford.ca.