



FOR IMMEDIATE RELEASE

## **CANADIAN ATHLETIC THERAPISTS ASSOCIATION MARKS ATHLETIC THERAPY MONTH 2026**

*National campaign highlights the expanding role of Certified Athletic Therapists across healthcare,  
sport and workplaces*

**CALGARY, AB | JUNE 1, 2026** - The Canadian Athletic Therapists Association (CATA) is recognizing Athletic Therapy Month this June with the launch of its 2026 campaign, *In Good Hands*. The campaign highlights the expertise, trust and relationships that define the work of Certified Athletic Therapists across Canada.

This year's campaign focuses on the role of Certified ATs and the growing range of environments where they provide care. While Athletic Therapy has long been associated with sport and clinical rehabilitation, Certified ATs are increasingly supporting Canadians' health in workplaces, public safety organizations, and a wide range of professional settings.

"Certified Athletic Therapists are highly trained healthcare professionals who support individuals through some of the most physically and emotionally demanding moments in recovery, rehabilitation and performance," said Schad Richea, President of CATA. "Whether working on the sidelines, in clinics, or alongside professionals in public safety, manufacturing, performing arts and other workplaces, Certified ATs build trust through consistent, patient-centered care that helps Canadians return to the activities and responsibilities that matter most."

The *In Good Hands* campaign was developed to reflect the breadth of the profession and the relationships at the centre of Athletic Therapy. Certified ATs provide injury prevention, emergency response, assessment, rehabilitation and return-to-performance care for patients and clients across a wide range of healthcare and performance settings. Their expertise helps support effective recovery outcomes, reduce time away from work and activity, and improve long-term physical function for Canadians across all stages of recovery and performance.

"As the profession continues to grow, more Canadians are seeing the value Certified ATs bring beyond traditional sport environments," says Richea. "Continued recognition through workplace benefits and insurance coverage is an important part of improving access to Athletic Therapy services and helping more Canadians receive timely, effective care."

Throughout Athletic Therapy Month, CATA Members, partners and supporters are encouraged to help raise awareness of the profession by sharing stories and experiences from across the country. The association also encourages Canadians to learn more about how Certified ATs support recovery, performance and long-term health in clinics, communities, workplaces and sport environments.

For more information about CATA and Certified ATs, visit [athletictherapy.org](http://athletictherapy.org).

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### **ABOUT THE CANADIAN ATHLETIC THERAPISTS ASSOCIATION**

CATA is the certifying and governing body for Certified Athletic Therapists practicing in Canada. Established in 1965 by a group of Athletic Therapists working with professional hockey and football teams, CATA now represents over 3,000 members. We are dedicated to the advancement and growth of the athletic therapy profession through advocacy, education, and research.

**Website:** [athletictherapy.org](http://athletictherapy.org)

**Instagram:** [@CATA\\_Canada](https://www.instagram.com/CATA_Canada)

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