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TORONTO INNER-CITY  
RUGBY FOUNDATION

**TORONTO INNER-CITY RUGBY FOUNDATION APPOINTS  
AN INTERIM EXECUTIVE DIRECTOR**

*Replacing Ige Egal, TIRF's outgoing executive director, Amanda Neale-Robinson is now carrying the ball and running at pace.*

**TORONTO, Ont. – 28 MARCH, 2018** – The board of directors of the Toronto Inner-City Rugby Foundation (TIRF) are happy to announce the appointment of Amanda Neale-Robinson as interim executive director. Ms. Neale-Robinson is replacing Ige Egal, who is leaving the organization to pursue educational opportunities and explore development initiatives impacting the broader sport sector.

"The board welcomes Amanda as she steps into her new role," commented Alan Broadbent, chair of the board of directors. "We'd also like to thank Ige for his contributions to the sport, the organization, and the support he's provided to young people."

Mr. Egal joined TIRF at its inception in 2011. He served as TIRF's first program manager where he was responsible for the execution of a pilot project in partnership with Toronto rugby clubs and high-schools located in neighbourhood improvement areas. In 2015 Mr. Egal was appointed executive director of TIRF. Through his work with TIRF, Mr. Egal has helped young people have equitable access to organized sport and the opportunities that come along with it.

Building on TIRF's momentum and success, Ms. Neale-Robinson will be developing a long-range strategic plan with an emphasis on ensuring financial sustainability and the relevance of TIRF's Community Rugby; Beyond Rugby; and Performance Rugby programming.

"I am looking forward to connecting with donors, consulting with key stakeholders, and advancing the Community Rugby Program," said Ms. Neale-Robinson. "It's shaping up to be an exciting season. We're testing new ideas, deepening commitments with partners and, by intentionally making inclusions for play, elevating the level of play for everyone."

Ms. Neale-Robinson joined TIRF in 2017 as the communications officer. As TIRF's in-house communications expert she was involved in all of TIRF's programming. She deliberately invested in building TIRF's communication assets, established brand guidelines, and developed the organization's playful tone. Working both administratively and on the front lines, Ms. Neale-Robinson facilitated the 2017 Youth Summer Employment Program's most memorable and animated professional development workshops.

A graduate of Ryerson University and Humber College, Ms. Neale-Robinson brings 18 years of integrated marketing communications experience in addition to nearly a decade of experience supporting the missions of youth-serving organizations. Prior to joining TIRF as the communications officer, Ms. Neale-Robinson worked in broadcasting, sponsorship, event planning, and non-profit consulting. She currently serves on the board of directors at Netball Ontario and supports grassroots projects through her work with The ReDesign Group.

TIRF continues to be inspired by young people, and holds steadfast to the belief that access to sport is a universal right. TIRF will continue to deliver its summer Community Rugby Program, maintain its status as the country's leading grassroots rugby program and lead as Toronto's only rugby-centred sports for development initiative.

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**About Toronto Inner-City Rugby Foundation (TIRF)**

Toronto Inner-City Rugby Foundation (TIRF) is a rugby-centre community development organization that uses rugby as a tool for social good. TIRF, a registered non-profit founded in 2011, builds community through rugby in 31 of Toronto's underserved neighbourhood improvement areas (NIA) and emerging neighbourhoods. TIRF, sanctioned by Rugby Canada and Rugby Ontario, works in partnership with more than 200 community partners. Through programming and services, TIRF reduces the financial, geographical, and cultural barriers that prevent children and youth from participating in sport. **For more information, please visit: [www.tirfrugby.ca](http://www.tirfrugby.ca).**

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