# Messaging to Encourage Members to Connect with MPPs

**Subject:** Help Build Momentum: Connect with Your MPP and Local Officials

Hello \_\_\_\_\_,

As you may know, Ontario is suffering from a deficit of 50-metre pools. As our population increases, the province lacks new facilities to meet demand. Many existing pools are aging and in need of redevelopment.

One of the most effective ways to build momentum is through conversations with your local MPP and municipal leaders. By sharing your experiences and highlighting the lack of accessible, high-quality aquatic facilities in your community, you help reinforce the importance of action.

**You can make a real difference in advancing this campaign by helping draw attention to the urgent need for more 50-metre pools and regional sport infrastructure in Ontario.**

We encourage you to:

* Reach out to your MPP to discuss the need for provincial leadership and investment in aquatic infrastructure. Find your local MPP [here](https://www.elections.on.ca/en/resource-centre/electoral-districts.html).
* Connect with local councillors, mayors, and senior municipal staff to ensure the issue is recognized in community planning.
* Share ASC’s [materials](https://admin.swimontario.com/documents/804/AquaticCouncil_Report01.10.25.pdf) to support your advocacy efforts.

Your voice matters—and your outreach can play a key role in helping us secure the support needed to build a better future for aquatic sport and community recreation in Ontario.

Please reach out to Brian or Sara, copied here, if you have any questions or need assistance in your outreach efforts.

Sincerely,