



Instructions to activate the Athlete Rewards Card

Go to [sportinglife.ca](https://sportinglife.ca) and click the sign in button at the top.



For Returning Customers, sign in

Returning Customers

If you are a registered user, please enter your email and password.

Email Address

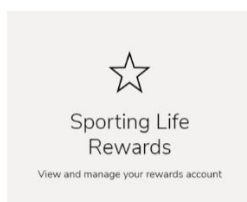
Password

**SIGN IN**

Remember Me

[Forgot Password?](#)

Click the Sporting Life Rewards tile



Scroll down to "Add Existing Card" and enter the number on your Racer card. Click Add card.

Add Existing Card

If you have a Sporting Life Rewards card not yet associated to any Rewards membership and you'd like to link it to your Rewards account, please enter it here.

Card Number

**Add Card**



For new customers, create an account.



Click Create Account Now

### New Customers

Creating an account is easy. Click on the button below to begin and enjoy the benefits of being a registered customer.



When filling out the Create Account form, type your Racer Card number in the Rewards Card Number field.



My Account

## Create Account

Name / Email

Rewards Card Number (Optional)

First Name

Last Name

Once you have added the Racer Card to the account either through the new account creation or add existing card, the Racer Card discount will be visible in your Rewards list.

When shopping online, the option to apply the discount will be available at check out.

When shopping in store, present your Athlete Card or Rewards card to receive the discount.