

STRIVE

**KEVIN REYNOLDS
HAS BEEN CUTTING
TO THE TOP** (with your help)

SHOOTING *for* SOCHI

**HBC + COC
WORKING TOGETHER
FOR ONE TEAM**

**PACKING UP
A BEHIND THE
SCENES LOOK AT
2014 PREPARATION**



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FROM OUR EXECUTIVE DIRECTOR

Welcome, to the first edition of the newsletter for our donors. We are delighted to share with you interesting stories and news about Olympic athletes that you support. Our goal is to send you this newsletter four times a year to tell you more about our Olympians and about the work that your donation to the Canadian Olympic Foundation supports.

The Canadian Olympic Foundation is a small team of five dedicated staff members who work tirelessly in the support of our athletes, coaches and sport system in Canada. Like you, we are proud of our athletes and look forward to hearing 'O Canada' sung many times at the Olympic Winter Games in Sochi this February.

The athletes heading to the Sochi 2014 Winter Olympic Games are in the final stages of preparation. Their every action is now calculated to deliver the best-possible result in February; how often they train, what they eat, how many hours they sleep. All dedicated to their competition on the Olympic stage. And yet we know that it is not the last few months alone that have made the difference, but the years and years of training, hard work, dedication and support that has led them to this world-class level. You, our donors, are an integral part of this journey and for that we thank you.

Please enjoy the newsletter. And please share your comments with us by sending an email to foundation@olympic.ca

Leanne Nicolle, Executive Director

Strive is a newsletter published by the Canadian Olympic Foundation.

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We would love to hear from you! Please send your comments to:
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Inspiration + education

The Canadian Olympic School Program (COSP) seeks to create the excitement of the Olympic Movement in the classroom and throughout the school. The resources are aimed at sparking discussions about values, telling stories that inspire, and encouraging students to work together to find creative solutions to suggested challenges and current issues. Written by teachers, for teachers, the resources are pedagogically sound, classroom friendly and adaptable.

Since its inception, the program has seen a tremendous increase in membership over the past five years. The program has been used in all Canadian provinces and viewed/used by over 120 countries worldwide.

The primary objectives of the COSP are to promote Olympic values, and ensure that these values are embedded across Canadian schools. Moreover, the program raises the profile of the Canadian Olympic Team amongst students and teachers, and seeks to engage Canadians as a whole to participate in the Olympic Movement.

Some of **the secondary objectives** of the program are to promote healthy active living, and promoting daily physical activity. The COSP also seeks to promote healthy eating habits.

The resources are all available free of charge to interested groups. To bring the Canadian Olympic School Program to your classroom, home or business visit Olympic.ca/education.



Olympians at Greenwood Secondary School in Toronto.

Winston Chow/COC

Madison Charney's versatility immediately stands out.



Above
Madison Charney on the podium at Lake Placid, winning second place overall in North America's Cup for the 2012-2013 season.

Ron LeBlanc

Right
Madison Charney on the skeleton track.

Ken Childs



ATHLETE PROFILE

Madison Charney

This Alberta native hopes to be representing Canada in skeleton at the 2018 Olympic Winter Games in Pyeongchang, South Korea but she is far more than your average athlete.

Working as a full-time nanny, Charney works on her slides for 2-2.5 hours a day, while spending an additional 2 hours in the gym working out.

With a training budget of \$20,000, Charney is determined to reach skeleton's highest echelon and hopes to bring back a gold medal from Pyeongchang. Competition expenses such as travel, accommodation and food account for almost half of her annual sliding budget.

Charney feels that exposure to international competition can make an athlete stronger for a host of reasons: namely by learning how to adapt to different environments and how to deal with success and failure.

Greater funding would allow Charney to spend more time on training, and she would be able to finish her university degree in less time. Skeleton has proved to be an expensive sport; Charney has to buy a new sled next year, which should cost around \$8,000.

Calgary has proven to be a perfect training ground for an aspiring winter athlete, as it sports an icehouse with a short indoor track to practice skeleton starts.

Moreover, Calgary is host to many successful Olympians, something that Charney is inspired by. To be clear, Charney doesn't want to just participate in the Olympic Games as her sights are set on the podium. While reaching the podium in Pyeongchang once seemed like a dream, it now appears that it could become a reality quickly.

In fact, Charney's coach has been prone to tell her "Canada doesn't raise Olympians; it raises gold medalists."

Charney says that the biggest reward is to win, and that winning should be important to Canadians – as the Canadian flag inevitably raises to the top in Pyeongchang it will emblemize the hard work, dedication and sacrifices that each and every one of our athletes have made.

With Charney's talent, focus and dedication to the sport, we hope to see her atop the podium in 2018.



**We're Shipping
13 - 40ft. containers
[145,580 lbs.]**

**That's the same as
10 Adult African
Elephants or 527 pairs
of Tessa Virtue & Scott
Moir or The World's
Largest Dinosaur in
Drumheller, Alberta**

Behind the scenes

PREPARING FOR THE GAMES

When Canadian athletes reach the podium, every Canadian citizen takes pride and joy in watching their fellow natives succeed on sport's grandest stage. In getting the athletes to Sochi, plenty of decisions and steps are executed behind the scenes.

The Mission Team held a Team Orientation and Preparation Seminar in September, where all Mission Staff- staff that will be in Sochi - took part, and each sport was represented with 200 people in attendance.

Furthermore, all sports are undergoing a Team Orientation Session between September and the start of the Sochi 2014 Games. These sessions are in place to help prepare team members for Sochi, and how to foster a strong environment heading into the Games.

Family and friends of the athletes are being hosted in four cities across the country to give them a briefing on Sochi, and to address certain questions: how to get to Sochi, where to stay and who to contact from the Canadian Olympic Committee amongst many others.

The COC has decided to charter a ship full of clothing from sponsors HBC, Adidas, and Oakley, workout equipment, comfort food, bathroom supplies and other amenities. The ship left on November 8 in order for all of the cargo to be ready before 2014. Months are spent procuring the supplies, and a week is spent in a warehouse packaging the items together.

We hope to see you supporting our athletes in Sochi!

DONOR PROFILE

Robert L. Whitelaw

Mr. Whitelaw has been a donor to the Foundation for many years. He believes the hard work and dedication the athletes put towards pursuing their Olympic dreams are worth rewarding. He understands that funding is crucial if we want our Canadian athletes to reach the podium at the Olympic Games, and that as both a Canadian and a fan he can play a role in achieving these goals.

He has witnessed firsthand the struggle and perseverance an elite athlete exhibits on their journey to the Olympic podium. A friend and former employee of his is the father of Shannon Rempel, who won a silver medal at the Torino 2006 Olympic Winter Games in long track Speed Skating team pursuit.

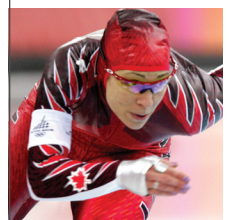
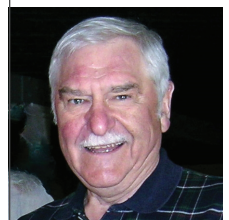
Long track Speed Skating will announce its 2014 Olympic Team in January following the Olympic Selections competition in Calgary. Mr. Whitelaw hopes to go to the Games in Sochi to support Shannon Rempel.

Mr. Whitelaw has been a generous donor since the inception of the Canadian Olympic Foundation. Thank you, Mr. Whitelaw, for your support!

145,580 LBS

Above
COC warehouse and storage facility pre shipment to Sochi

Below
Donor Robert Whitelaw / Speed Skater Shannon Rempel



Quad jumps are his specialty and he is currently the only skater to have landed two quads in a short program.



Above/Right
Competing at the 2013 ISU World Figure Skating Championships in London, Ontario.

Greg Kolz



ATHLETE PROFILE

Kevin Reynolds

If you have not heard of Kevin Reynolds, chances are you will be hearing his name a lot in the coming months. Kevin Reynolds is a Canadian figure skater who hopes to represent Canada at the Sochi 2014 Olympic Winter Games. He is the 2013 Four Continents Champion, 2010 Four Continents bronze medallist and three-time Canadian national medallist.

Kevin Reynolds has been figure skating since he was 4 years old. Growing up in British Columbia, he always dreamt of going to the Olympic Games. He considers Canadian figure skating legend Elvis Stojko to be his Olympic hero.

“In Nagano 1998, he (Stojko) overcame injury with courage and determination to win a Silver Medal for Canada. In the face of adversity he never gave up. Elvis’ example provided me with the motivation to pursue my dreams.”

Kevin Reynolds has displayed a similar determination and strength throughout his own career. In 2010, he missed qualifying for the Canadian Olympic Team by just a few points. He was devastated but refused to give up, relying on the support of his family and his coach Joanne McLeod. Their encouragement helped

him through the endless training sessions, grueling competition schedules and helped him keep his eyes on the prize – Sochi 2014 Games.

Joanne McLeod has been Kevin’s coach for 14 years. She speaks very highly of him both on a professional and personal level.

“I think Kevin and I have made a good team. He is very scholastic, just a very intelligent fellow and you always have to be on your A-game with him because he’s capable of outsmarting the coach, and I love that about him. Whereas I bring a wealth of technical knowledge.”

When asked what she is most proud of Kevin for, she replied that while most people immediately think of the wins, she is most proud of his work ethic.

“He is a very humble person who always goes beyond the call of duty and sticks to the plan.”

Kevin Reynolds is now training hard in the last couple of months before Sochi. He is considered a very consistent and expressive skater. Quad jumps are his specialty and he is currently the only skater to have landed two quads in a short program. We hope you will be cheering for Kevin Reynolds in February!

INVEST IN FUTURE OLYMPIANS DONATE NOW



Brady Leman,
Olympic Hopeful

WE BELIEVE IN THE NEXT GENERATION OF ATHLETES

Olympians are not produced overnight; it takes dedication, resources and proper funding at all the stages of an athlete's career. By investing in the next generation of athletes now, Canada will have sustainable podium success for future Olympic Games. We must deepen the pool of high performance athletes today before we see a decline in Canada's podium performance on the Olympic stage.

For many talented young athletes, the financial barriers to access sport at the national level are considerable. A competitive athlete with potential to move up in the sport system will face a range of costs in order to make the leap, including training and equipment fees, higher level coaching and international competition travel expenses. Funding can give athletes access to the programs they need to become the best of the best.

They can't do it alone.

CANADA'S FUTURE OLYMPIANS NEED YOU
INVEST IN FUTURE OLYMPIANS - DONATE NOW



Go to www.olympicfoundation.ca or call us at 1-888-377-7073 to donate today.



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They are more than just mittens

Not often does a winter clothing accessory become part of a national culture. Toques, jackets and scarves are all standard pieces for the Canadian winter warrior. Mittens are usually the last to be put on, and as everyone knows, they are critical to keep from freezing.

But what happens when a pair of mittens becomes more than just a way to defend against sub-zero air? “We thought we had created something awesome but we weren’t really sure how awesome it was going to be,” reflects Julie Magner, VP of Brand Management for HBC.

In 2009 the Hudson’s Bay Company began producing a red mitten to support Canadian Olympic team athletes. And today, the iconic Canadian retailer launched its fifth edition.

The original mittens were entirely red with the Olympic rings and ‘Vancouver 2010’ on the outside and a maple leaf on each palm. In the excitement before and during Vancouver 2010 the red mittens blew up. Canadians cleared HBC shelves and the red mitten became a household item.

Hudson’s Bay Company donates \$3.33 from each pair of mittens sold to Canadian Olympic athletes. By the end of Vancouver 2010, more than 3 million pairs were sold and with the price set at a reasonable \$10, the Canadian Olympic Foundation received significantly more than \$9 million that year.

According to HBC, the red mitten program has raised over \$22 million since the beginning.

For many Canadians, owning a pair of red mittens has become a trend but wearing them is a statement.

As Toronto university student Alex Romanov thoughtfully puts it, “They’re a symbol of Canada, they show who we are, supporting our Olympians.”

The interesting part is the reason Canadians buy or give mittens can be different for each individual. The words tied to mittens range from ‘gold’ and ‘pride’ to ‘cozy’ or ‘family’. They are as personal as our relationships with the winter season: often different but always sentimental... and always Canadian.

After the success of the first iteration, HBC decided to make the mittens a regular issue. “We decided that we wanted to turn these into collector’s items,” says Magner.

Every year since 2009 a new version has been designed, each with a new twist. There was a re-designed version later in 2010 with a large maple leaf wrapped around each hand. In 2011, HBC introduced the rustic maple leaf emblazoned with ‘Canada’ on the outside and ‘2012’ on the palm for the London Games.

There was even a candy cane striped version last year. The mittens for Sochi 2014 were influenced by HBC’s traditional scarlet point blanket, introducing a black cuff and white fingertips, but keeping it classic with ‘CAN’ on the outside and a white maple leaf on the palm. They are also available from infant to adult sizes for the first time.

Magner explains the thinking behind ‘CAN’ stitched onto the outside has a very specific, double meaning: “We saw this as a great opportunity to inspire and motivate not only our athletes but all Canadians because we ‘can’ make it to the podium,” she says.

Hudson’s Bay Company donates \$3.33 from each pair of mittens sold to Canadian Olympic athletes.

“They’re a symbol of Canada, they show who we are, supporting our Olympians.”



Investing in the next generation of Olympians

The Canadian Olympic Foundation has worked with Gold Medal Plates for almost a decade, presenting gala events across the country celebrating cuisine, wine, the arts and athletic achievement. We are proud to deepen our relationship by partnering with Gold Medal Plates to support the Future Olympians Fund.

The No.1 reason why young Canadian athletes stop competing in sport at the national level are financial barriers. Most Canadian families cannot afford to keep their kids in sport beyond early entry to competition because of increased fees for higher level equipment, training and coaching, and international travel expenses.

To achieve sustainable Olympic podium performances, we need to invest in all stages of the sport system. We must find more athletes with podium potential, get these athletes onto the high performance development highway, and remove barriers they face from achieving their potential.

Proceeds raised through the Future Olympians Fund campaign will be directed to high performance sports programs like the Canadian Sport Centres, which provide invaluable resources to Canadian athletes so that they can maximize their potential.

Olympians Marnie McBean and Simon Whitfield are athlete ambassadors for the campaign. Marnie McBean articulates the importance of funding:

“Specialized coaching and proper training at early stages will help young, talented athletes develop an incredible foundation; physically, technically and mentally, so that they can compete at a world-class level for years to come. I am excited to help in extending high-performance resources to our many young, talented athletes.”



At the public launch of the Future Olympians Fund, October 3, 2013.

Top To Bottom

COF Board member John Bitove; Future Olympians Fund founding ambassador Jim Cuddy; Rhythmic Gymnastics athletes Anjelika and Victoria Reznik; athlete ambassador and three-time Olympic Champion Marnie McBean.

Winston Chow

‘Specialized coaching and proper training at early stages will help young, talented athletes develop an incredible foundation...’



Upcoming competitions

The calendar below breaks down the upcoming sporting events across Canada.

DATES	SPORT	TITLE	CATEGORY	LOCATION
December 1- 8, 2013	Curling	Curling - Olympic Trials	Sr. National Championship/ Trials	Winnipeg, MB
December 3- 8, 2013	Alpine Skiing	Ski Cross - Audi FIS Freestyle Ski Cross World Cup (Ladies Downhill & Super G)	World Cup / Grand Prix	Lake Louise, AB
December 6-7, 2013	Luge	Luge - FIL Viessman World Cup	World Cup / Grand Prix	Whistler, BC
December 7-8, 2013	Wrestling	Wrestling - Nordhagen Classic	International Competition	Calgary, AB
December 17-21, 2013	Badminton	Badminton - 2013 Canadian International	International Competition	Moncton, NB
December 20-22, 2013	Snowboarding	Snowboard - FIS Snowboard World Cup	International Competition	Lake Louise, AB
December 21-22, 2013	Biathlon	Biathlon - Olympic Trials	Sr. National Championship/ Trials	Canmore, AB
December 29, 2013 to January 4, 2014	Hockey	Hockey - 2014 World Under-17 Hockey	International Competition	Cape Breton, NS
December 30, 2013 to January 6, 2014	Speed Skating	Long Track Speed Skating - 2014 Canadian Single Distance Championships	Sr. National Championship	Calgary, AB
December 30, 2013 to January 5, 2014	Bobsleigh/ Skeleton	Bobsleigh/Skeleton - IBSF Inter Continental Cup	Continental Cup/ Championship	Whistler, BC
January 1, 2014	Freestyle Skiing	Freestyle Ski - 2014 Canada Post Freestyle Grand Prix	World Cup / Grand Prix	Sainte-Adèle, QC
January 4-9, 2014	Freestyle Skiing	Freestyle Ski - 2014 Canada Post Freestyle Grand Prix	World Cup / Grand Prix	Calgary, AB
January 9-15, 2014	Figure Skating	Figure Skating - Canadian Tire National Championships	Sr. National Championship	Ottawa, ON
January 14-19, 2014	Snowboarding	Snowboard - 2014 FIS World Cup	World Cup / Grand Prix	Stoneham, QC
January 15-19, 2014	Freestyle Skiing	Freestyle Ski - FIS World	World Cup / Grand Prix	Val St. Côte, QC



Your donation at work

The Canadian Olympic Foundation raises funds to support current Olympians, future Olympians and the Sport System in Canada.

Current Olympians are supported by funding to athletes, teams and coaches as identified by the experts at Own the Podium. Investments are also made in sport science and technology, to ensure that our athletes are using the best possible equipment. At this pivotal time before the Games, the Canadian Olympic Team received critical support through a series of seminars and programs to help educate, motivate and inspire athletes, coaches and support staff, as well as ensuring a world class at-Games environment by providing training equipment, health care specialists and an optimal training environment.

The Foundation believes in the next generation of Olympians, those that will be competing at the Olympic Games in four, six or eight years. A competitive athlete with potential to move up in the sport system will face a range of costs in order to make the leap, including training and equipment fees, higher level coaching and international competition travel expenses. Funding can give athletes access to the programs they need to become the best of the best. Funding priorities include support of the seven Canadian Sport Institutes across the country, as well as significant support for the Canada Games.

In announcing the funding to the Canada Games Council, Marcel Aubut, Chair of the COF, describes the project: “The Canada Games are an essential part of our country’s sport system and our athletes’ journey to the Olympic Games. That’s why we are so proud to

support the young men and women who are the true future of Canadian sport.”

London 2012 Olympic bronze medallist and Whitehorse 2007 Canada Games gold medallist Antoine Valois-Fortier concurs. “As an athlete who has competed first at the Canada Games and then at the Olympic Games, I know how critical support of this kind can be. Olympians are not produced overnight. It takes dedication, resources and proper funding at all the pivotal stages of an athletes’ career.”

At the London 2012 Olympic Games, Canada Games alumni made up 44 per cent of the Canadian Olympic Team and won 61 per cent of the total medals won by Canada, proof that investing in the Canada Games will provide solid return!

Canadian Olympic Foundation donors make this possible. Thank you for your support!



The COF believes in the next generation of Olympians, those that will be competing at the Olympics Games in four, six or eight years.

Above
Canada Games in Sherbrooke, QC. August 12, 2013.
© Jacques Boissinot/CP Images

Below
Canada Games in Sherbrooke, QC. August 12, 2013.
© Paul Chiasson/The Canadian Press



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