

# STRIVE

## TIP OF THE HAT *to our Olympians*

+

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## FROM OUR EXECUTIVE DIRECTOR

Summer is upon us! Between the warm weather and the birds chirping, it is easy (and desirable!) to put the long and cold winter of 2014 behind us. And yet in early June, Canadians from various points across the country embraced winter one last time by celebrating our Canadian Olympic Team athletes from the Sochi Games at an event called the “Celebration of Excellence.” Starting in Ottawa with a visit to Parliament Hill, the athletes then visited Edmonton and Red Deer, before wrapping up the festivities with a Parade and Fundraising Gala in Calgary. Everywhere they went they were greeted by fans of all ages and celebrated for their successes. As well they should be! Our athletes make us proud Canadians!

The athletes also took time to visit schools and hospitals, showing off their medals, sharing stories and inspiring youth. Some of the children they visited in schools may very well be future Olympians.

Future Olympians are meeting this August in Nanjing, China, for the Youth Olympic Games. The Youth Olympic Games brings together 3,500 athletes over 12 days not only to compete, but also to participate in the Culture and Education Program focused on five themes: Olympism, social responsibility, skills development, expression and well-being, and healthy lifestyles.

The Canadian Olympic Foundation is proud to support both high performance athletes (like those we honoured at the Celebration of Excellence) as well as the next generation of athletes (like those who will represent Canada at the Youth Olympic Games). You, our donors, are a vital part of supporting these athletes and for that we thank you.

Please enjoy this edition of Strive. And please share your comments with us by sending an email to [foundation@olympic.ca](mailto:foundation@olympic.ca)

Leanne Nicolle, Executive Director

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We would love to hear from you! Please send your comments to:  
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# Athletes take centre stage

## BEHIND THE SCENES – HEROES TOUR 2014

June 4-6 marked the 2014 edition of the COC's Celebration of Excellence (COE). Held in a different Canadian city each Olympic Games or Olympic Winter Games year, the COE is a way to welcome home the Canadian Olympic Team while celebrating their success. A major component of the COE, the Heroes Tour is comprised of several community outreach initiatives as a way for athletes to continue to celebrate the Olympic Movement in Canada; promote the Olympic values of Excellence, Friendship and Respect; celebrate the power of sport; and encourage healthy active lifestyles. The Heroes Tour gives athletes the opportunity to get out and give back to the communities throughout the country that supported them from the beginning of their Olympic journey right through to the closing ceremony.

This year, the Heroes Tour brought over 120 Olympians to 22 different communities throughout Quebec, Ontario and Alberta. With 175 school visits across 21 school boards, three Ronald McDonald House visits, two children's hospital visits, and an Olympic Fair in Edmonton, the Heroes Tour was able to get athletes out into the community to promote the Olympic Movement and Olympic values to over 75,000 students, all in just two days. Olympic heroes like Patrick Chan, Maxime, Justine and Chloe Dufour-Lapointe as well as Denny Morrison and Gilmore Junio thrilled students and teachers alike with their spirited presentations, encouraging their audiences to strive towards their goals, regardless of what they are or how improbable they seem, and inspiring the next generation of Canadian Olympic champions.

“Thank you for the Heroes Tour this week. It will be one of those memorable days of a lifetime for children and staff. The visiting Olympians were so captivating and inspiring.”

Winston Chow

**Sonia Mangieri**  
Acting Principal  
St. Gerard School,  
Edmonton Catholic  
Schools.

“...standing before the world wearing her country’s colours and being a part of Team Canada was a feeling she’ll never forget.”



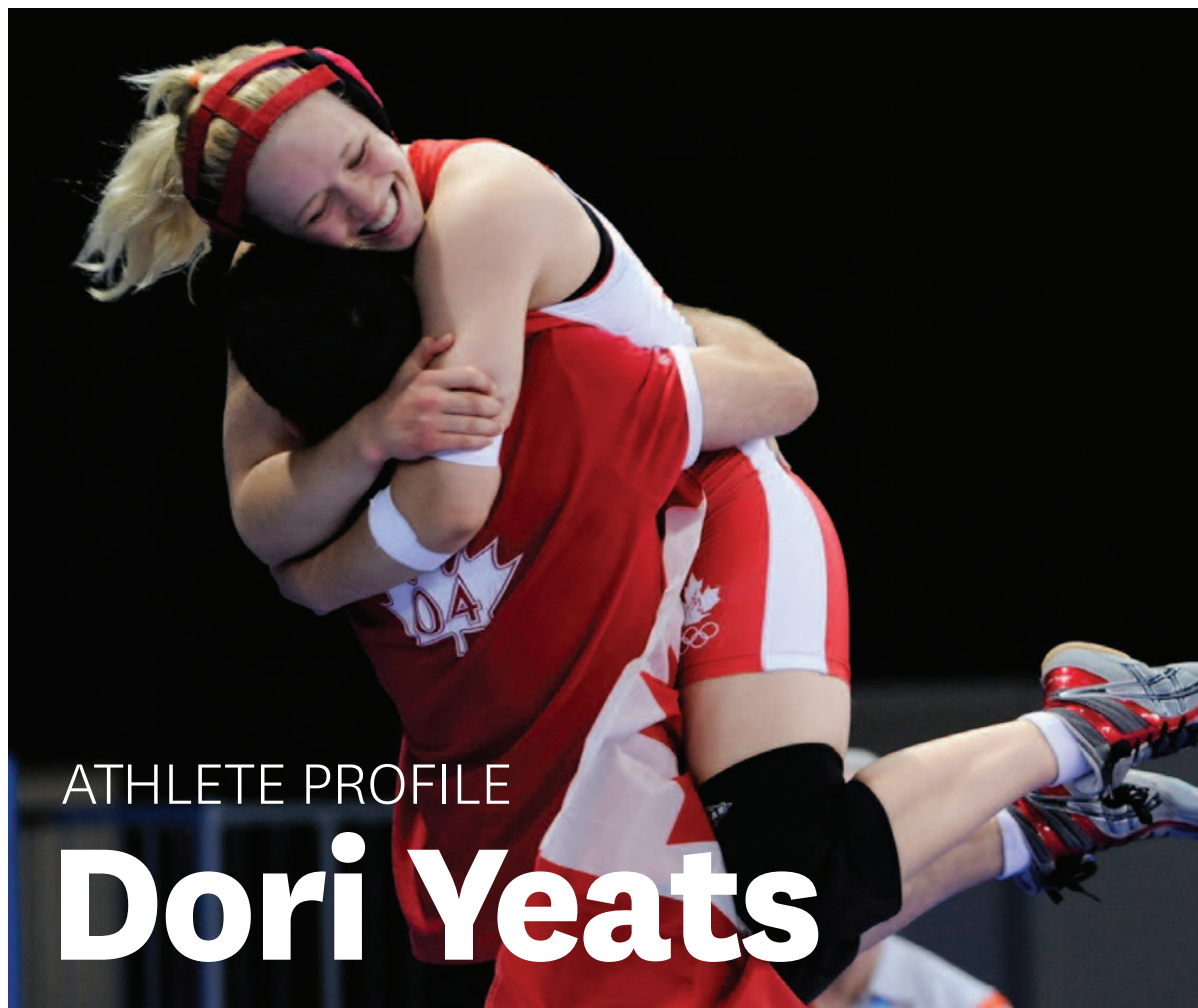
**Above**

Dori Yeats with father and coach Doug Yeats.

**Right**

Dori Yeats wins gold at Singapore 2010 Youth Olympic Games.

IOC/Richard Juilliant



## ATHLETE PROFILE

# Dori Yeats

Dori Yeats always knew that she’d take on the family business. Yeats grew up in a sporting household; she’s the daughter of a five-time Olympic wrestler and a Hungarian national gymnast. After competing in gymnastics for nearly a decade, Yeats traded in the gymnastics mat for the wrestling mat at age 14 – and never looked back.

Gymnastics provided Yeats the coordination, flexibility and strength she needed to transition into wrestling. With the correct physical literacy skills in place, Yeats exploded onto the wrestling scene by winning the first national championship she entered. Her Canadian victories continued and it wasn’t long before she was ready to test her talents on the world stage. In 2010, Yeats was presented with a once in a lifetime opportunity to represent Canada at the Youth Olympic Games (YOG).

The first-ever Youth Olympic Games were hosted in Singapore in August 2010. The YOG are organized by the International Olympic Committee (IOC) and held every four years, just like the Olympic Games. The goal of the YOG is to bring together the world’s best young athletes between the ages of 14 and 18. While the Games do focus on athletic excellence and

competition, they also make an effort to educate youth about other cultures, social responsibility, expression, well-being and living a healthy and balanced lifestyle.

Wrestling in the 70-kilogram category, Yeats cruised through the competition before defeating her South Korean opponent in the championship bout. Gold medal in hand, Yeats walked away from the Games inspired by her fellow athletes. She found the ambiance of the event exhilarating and took in firsthand the positive and uniting effects that sport has on the world.

Competing at the YOG gave Yeats the confidence in her abilities and allowed her to see how her skills stacked up against the best. Even if she had not won the event, standing before the world wearing her country’s colours and being a part of Team Canada was a feeling she’ll never forget.

Dori Yeats now has her sights set on representing Canada at the 2016 Olympic Games in Rio, and Canadians will be watching for this proven young winner.



# Olympic day 2014



# JUNE 23

Olympic Day, held annually on or around June 23, is celebrated by millions worldwide. Commemorating the birth of the Modern Olympic Games, June 23rd not only highlights Olympic Day, but calls to action the need to adopt and maintain healthy active lifestyles while living the Olympic values of Excellence, Friendship and Respect. From June 4 to June 29 this year, communities across Canada are celebrating Olympic Day through educational and physical activity events that vary from trivia or art contests to Olympic Fairs.

On June 21st, the Canadian Olympic Committee partnered with the Children's Hospital of Eastern Ontario (CHEO) and the Governor General of Canada to host an Olympic Day celebration on the Grounds of Rideau Hall in Ottawa. Thousands of families and community members along with over 15 Olympians showed up to celebrate the day, which was held in partnership with CHEO's annual Teddy Bear Picnic. Participants were treated to a fun-filled day of activities promoting physical activity and the Olympic values, with multiple sport stations set up by local clubs from the Ottawa area. Olympians, children and parents alike

played together, trying out new sports and chatting about the joy of playing sports and being active.

Schools, clubs and communities across the country are encouraged to host their own Olympic Day celebrations around June 23, or at any time in the year.

The Canadian Olympic School Program (COSP) offers free educational resources designed to inspire youth to live the Olympic values and adopt healthy active lifestyles. You can find out more about the COSP at [olympic.ca/education](http://olympic.ca/education).

Wishing you a very happy Olympic Day,

The COC Education Team

**Left**  
Alex Bilodeau engages with a young fan at Olympic Day 2013 in Ottawa.

**Above**  
Children inspect Denny Morrison's Olympic gold medal.

 Canadian Olympic Committee

# Caroline Ouellette



Above  
Caroline Ouellette.

“We had so much success in 2010, with 14 Gold medals, and now we go to the Olympic Games to win.”

Caroline Ouellette is no stranger to excellence. The veteran captain of the Canadian women's hockey team has played in four Olympic Winter Games, winning gold in each of her appearances at Salt Lake City 2002, Turin 2006, Vancouver 2010 and Sochi 2014. Ouellette is one of the only athletes to enter at least four career Winter Olympic events and win gold in all of them.

The talented forward recently participated in the Celebration of Excellence (COE). The Canadian Olympic Foundation (COF) recently chatted with Caroline about her experience at COE, and why events like it should be important to Canadians.

**COF: Tell us about your experience in Ottawa on the Heroes Tour.**

*Caroline: I was lucky to visit a French speaking elementary school with Sochi silver-medallist Mikael Kingsbury. He is extremely humble and so passionate about his sport. I'm such a fan of his and it was great to spend some time with him and get to know him on a more personal basis.*

*During the Olympics, we are so focused on our training and preparation. We watch other athletes compete and cheer them on, but we don't often get the opportunity to have relationships with athletes outside of our team or sport. Events like COE are special because we get to really know one another, have fun together, and learn about each other's day to day life.*

**COF: Why do you think it is important for Olympians to speak with students?**

*I still remember when Danielle Goyette came to speak with the U18 team that I was part of. She showed us her medal from the*

*World Championship and played us a video montage from the best moments of the 1992 World Championship. From that moment on my dream was to compete for Team Canada. I believe that athletes have a responsibility to visit schools, and inspire kids to get involved in sport and physical activity. There is no better ambassador than an Olympian to encourage children to participate in sport.*

**COF: What was it like visiting Parliament and being honoured in the House of Commons?**

*It was extremely special to be recognized in front of so many great politicians in the space where so many important decisions have been made. I feel very lucky and proud to belong to a country with equal rights and opportunities for its citizens. For a few minutes, the members of the House stopped what they were doing to welcome us and give us a standing ovation.*

**COF: What did you enjoy most about the Heroes Tour in Alberta?**

*It was absolutely outstanding taking part in RBC's Olympic Fair in Edmonton. I spent the day with Olympians such as Patrick Chan, Tessa Virtue and Scott Moir, trying out different sports with over 1,000 kids. The kids had the opportunity to try a variety of activities, including hockey, basketball, swimming, even Olympic lifting and sledge hockey. It was absolutely amazing, to me events like this are what it's all about. I'm sure from that event a lot of kids will be inspired to sign up for new sports.*

**COF: Tell us about the Canadian Olympic Hall of Fame Gala and Induction Ceremony. Why do you believe it's important for athletes to be inducted in the presence of their peers?**

*It's special to be surrounded by people that really support and celebrate the Canadian Olympic Team. The best part of the evening was witnessing the inductions to the Canadian Olympic Hall of Fame. I was lucky to play hockey with Cindy Klassen and she's a fantastic woman. It's important for us to hear retired athletes like Cindy and Kyle Shewfelt speak, it's inspiring to learn what they've done after sport and how they've recreated themselves outside of competition in ways that continue to positively impact people's lives.*

**COF: Parades have a special place in hockey culture, how did you and your teammates feel about participating in the Canadian Olympic Parade in Calgary?**

*The parade is so special. I grew up absolutely in love with the Montreal Canadiens, and remember watching the Stanley Cup Parade. The overwhelming show of support that we saw in Calgary is like our own Stanley Cup parade. It's so special to walk as a team, and so much fun to share our medals with the crowd – my teammates and I had an amazing experience.*

**COF: Why do you feel the COE is important to Canadians?**

*The Canadian expectation used to be to go to the Olympics and do your personal best, and try to do well against the competition. Since Vancouver I've witnessed a massive shift in the athletes' mentalities. We had so much success in 2010, with 14 Gold medals, and now we go to the Olympic Games to win. I think the shift in mentality has been contagious across Canada and it feels amazing to share this winning attitude with the people that support and cheer us on.*





# OWN A PIECE OF HISTORY

Every Canadian athlete who earns the honour of standing on an Olympic podium wears a unique podium jacket for each Games, symbolizing our country's Olympic excellence. Take home a unique piece of Sochi 2014, with this exclusive collectible signed by medallists from the 2014 Canadian Olympic Team.

▶ [www.ebay.ca/itm/Sochi-2014-Team-Podium-Jacket-signed-by-Canadian-Medallists-/191223353520?item=191223353520](http://www.ebay.ca/itm/Sochi-2014-Team-Podium-Jacket-signed-by-Canadian-Medallists-/191223353520?item=191223353520)



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# Connecting with Bell

As a long-time partner of the Canadian Olympic Team, Bell Canada is proud to connect the Canadian Olympic network.

Bell's commitment to Canada's athletes is characterized by the Bell Athletes Connect program, which began in 1998. Bell Athletes Connect packages voice, text, data, and roaming on North American wide plans, ensuring that athletes can connect with their support team whenever and wherever. Beyond this significant commitment to Canadian athletic excellence, Bell Canada also makes annual contributions to the Canadian Olympic Foundation.

Bell knows that making being an athlete better is not limited to the field of play. In partnership with Bell, Canadian Olympian and six-time Olympic medallist Clara Hughes set out on an incredibly inspiring journey in March 2014. Clara's Big Ride is a 110-day bike tour stretching over 12,000km. Clara will ride every kilometre, visiting all corners of Canada. Not only will Clara ride across Canada, but the ride also includes over 95 events, where Clara will combat mental health issues in our country's most at-risk communities.

For the last three months, Clara has ridden from Toronto to Halifax to Iqaluit, to Inuvik, and now in

the final stages, culminating with the final event in Ottawa on Canada Day. Clara's Big Ride for Bell Let's Talk was reflective of Bell's commitment to both the mental health and athletic excellence of our nation.

Clara and Bell understand that Canadian athletes deserve real support: athletically, financially, and mentally. Through their programs and initiatives in partnership with the Canadian Olympic Committee and the Canadian Olympic Foundation, our athletes are receiving this support on a daily basis.

Quite simply, Bell makes being an athlete better.

Six-time Olympic medallist Clara Hughes is cycling 12,000 km across Canada to raise awareness about mental health issues.





# Your donation at work



## CANADIAN SPORT INSTITUTES

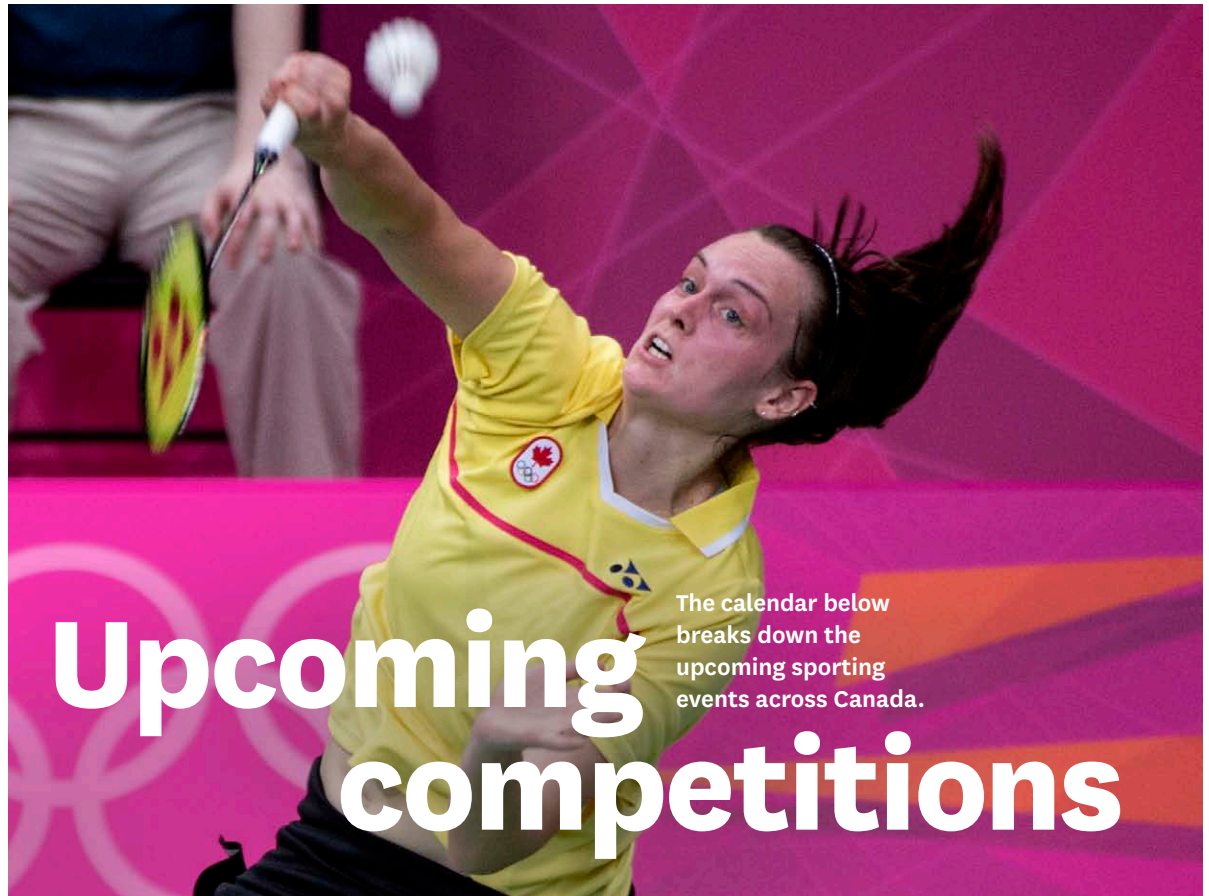
**Excellence, Leadership, Innovation, Integrity, Partnership** – these are the values that are held to the highest standard at Canada’s Sport Institutes (CSI). With seven high performance centres across the country, our Sport Institutes provide Canada’s top athletes with the tools they need to succeed. The CSI’s provide world class, specialized, multi-sport training environments for athletes and coaches. Servicing over 1,800 carded athletes and 2,400 coaches, the CSI’s employ an army of sport specialists to ensure that our athletes and coaches are in peak condition to compete with the world’s best. Our facilities are one of the few in the world that specialize in both summer and winter sports, as well as Olympic and Paralympic training.

The CSI’s programs are designed to provide support for all aspects of an athlete’s development. Training specialists help our athletes understand the biomechanical performance of their bodies, and design and refine specific training programs to meet the needs of each athlete. Innovative sport performance testing equipment allows athletes to track their progress and make adjustments to their technique. A team of sport medicine professionals

including athletic therapists, chiropractors, massage therapists, osteopaths, physicians and physiotherapists are onsite to ensure adequate recovery and regeneration. The CSI’s also provide programming to enhance our athletes’ mental performance. Consultants work with athletes and coaches to improve their confidence, manage stress and emotions, assist with time management, enhance mental preparation for training and competition, and provide support for a positive transition from sport after retirement.

Currently, the CSI’s can only provide these leading-edge services to carded athletes and members of National sport teams. There is limited programming available to the next generation of athletes. In 2014, the Canadian Olympic Foundation will work with the CSI’s across Canada to build development programs and open the doors to introduce younger athletes to the high performance lifestyle. Your donations will help support the Sport System in Canada by providing the resources to identify promising young athletes and give them access to the programs available at the Sport Institute. Thank you!

Various high performance training facilities at CSI’s across Canada.



# Upcoming competitions

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

Jason Ransom

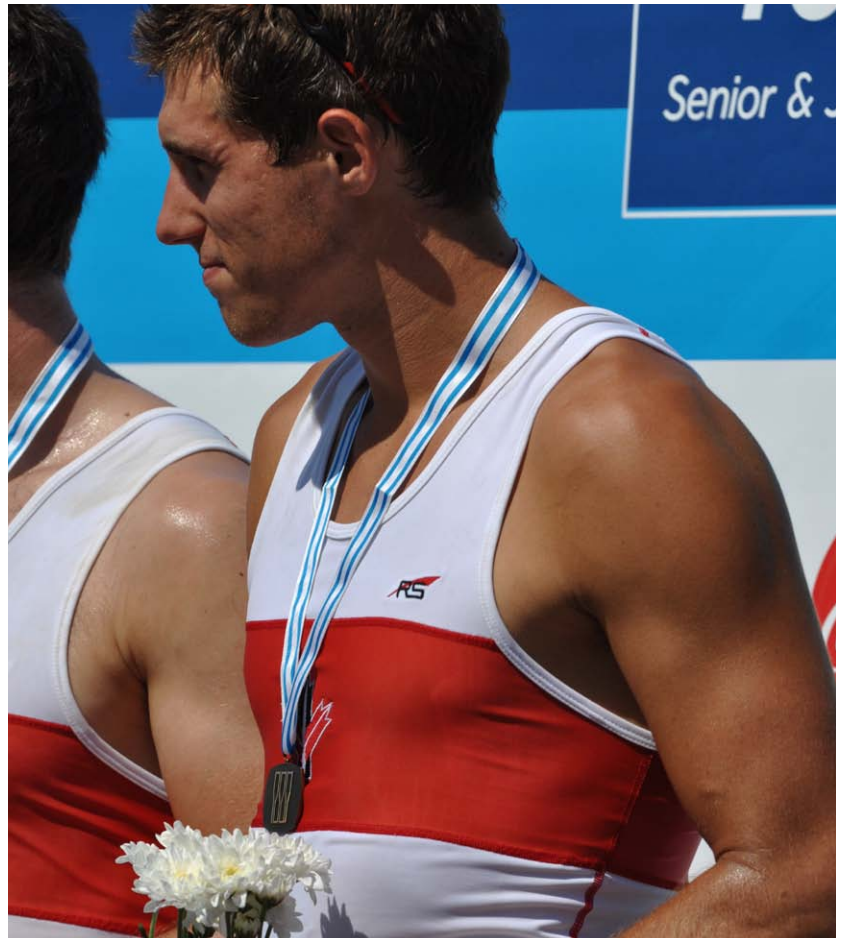
DATES	SPORT	TITLE	CATEGORY	LOCATION
June 23-28, 2014	Badminton	Moncton Canadian International Challenge	International / Other Competition	Moncton, NB
June 26-28, 2014	Cycling	Canadian Road Championships Elite	Sr. National Championship/ Trials	Lac Megantic, QC
June 27-29, 2014	Athletics	Canadian Track & Field Championship	Sr. National Championship/ Trials	Moncton, NB
July 1-7, 2014	Badminton	Canada Open – World Grand Prix	World Cup / Grand Prix	Vancouver, BC
July 2-7, 2014	Cycling	Canadian Road Championships (Junior/Para/ Master)	Other National Competition	St. George de Beauce, QC
July 5-6, 2014	Athletics	Edmonton International Track Classic	International / Other Competition	Edmonton, AB
July 18-20, 2014	Rowing	Canadian Masters Championship	Sr. National Championship / Trials	Burnaby, BC
July 21-27, 2014	Golf	RBC Canadian Open	International / Other Competition	Ile Bizard, QC
August 1-10, 2014	Archery	Canadian National Archery Championship	Sr. National Championship / Trials	Lac la Biche, AB
August 1-10, 2014	Tennis	Rogers Cup (Women's)	International / Other Competition	Montreal, QC
August 2-10, 2014	Tennis	Rogers Cup (Men's)	International / Other Competition	Toronto, ON
August 5-24, 2014	Soccer	FIFA Women's U20 World Cup	World Cup / Grand Prix	Various cities
August 3-10, 2014	Rowing	Royal Canadian Henley Regatta	Sr. National Championship / Trials	St. Catharines, ON
August 19-23, 2014	Canoe/Kayak	Canadian Sprint Championship	Sr. National Championship / Trials	Regina, SK
August 20-Sept. 2, 2014	Triathlon	World Triathlon Grand Festival	World Cup / Grand Prix	Edmonton, AB
August 22-24, 2014	Beach Volleyball	Senior/U21 National Championship	Sr. National Championship / Trials	Toronto, ON
September 7, 2014	Triathlon	Ironman World Championship	International / Other Competition	Mont Tremblant, QC





Langerfeld's middle child, Kai, is following in his father's footsteps and is a competitive rower.

## DONOR PROFILE



# Montreal '76 Olympian: York Langerfeld

Sport has always been a part of York Langerfeld's life. As a youth he was involved in many different sports but it wasn't until he attended University in Calgary that he started to get serious about rowing. One of his coaches at the local rowing club spotted his potential and encouraged Langerfeld to train harder to see where it would take him. That is exactly what he did and he was rewarded with a spot on the Canadian Olympic Men's Quad team. He went on to represent Canada at the 1976 Olympic Games in Montreal. His describes his experience at the Games as simply "Awesome"!

Hard work and dedication to doing your best were two of the most important things that Langerfeld learned from sport and he has incorporated these learnings into his everyday life. He raised his children to believe in the positive power of sport. Langerfeld's middle child, Kai, is following in his father's footsteps and is

a competitive rower. He was a member of Canada's 2011 Pan Am Rowing Team, winning 2 silver medals (in 4 and 8), and a third place finish at the 2012 World Championships. He hopes to watch his son compete at the upcoming Pan Am Games in 2015 and then the Olympic Games in Rio 2016.

Langerfeld knows firsthand how expensive it is to pursue competitive sport. Many families struggle to keep their kids in sport because of the cost of equipment, coaching, club fees and travel expenses. Langerfeld is a proud supporter of the Canada Olympic Foundation because he knows that his donations are helping other families, just like his, keep their children in sport. He believes that sport helps inspire our youth to pursue personal excellence and teaches them the value of commitment, determination and teamwork. Thank you Mr. Langerfeld!



**Top**  
Son Kai Langerfeld takes the podium.

**Below**  
Father York at Montreal 1976 Olympic Games.

Lagerfeld Family



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