

# STRIVER

TORONTO 2015  
PAN AM GAMES

ONE TEAM

+

GOLDEN  
PARTNERSHIPS



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## FROM OUR EXECUTIVE DIRECTOR

The Toronto 2015 Pan American Games have come to a close, but the memories and legacy they helped build will survive for generations to come. Our athletes won 217 medals, fantastic new facilities were constructed and countless Canadian youth were inspired to achieve their dreams. Speaking for our team here at the COF, we were all inspired to become more active, to try harder and to show our Canadian spirit!

Our donors helped make all of this possible. Your donations help support Games preparation. These funds are used to take care of our athletes during the Games and power the dreams of youth who are working hard to become the next generation of Canadian Olympians. Thank you so much for your generous contributions.

Our Pan Am athletes are continuing their hard work and training in preparation for the Olympic Games in Rio next summer. Many of the athletes on the Pan Am team travelled directly from the Pan Am Games in Toronto to other competitions around the world.

Though the Pan Am Games were just one stop on the road to Rio, all of the athletes were thrilled to compete on home soil. TO2015 multi-medallist Ellie Black (artistic gymnastics) said “having the whole of Canada behind me feels amazing” and BMX cycling champion Tory Nyhaug said “to win this on home soil is truly a once in a lifetime opportunity.” Thanks to the legacy projects and infrastructure from TO2015, Canada will be able to host more world championship competitions in the coming years.

Another exciting development from the summer of 2015 – the Olympic rings officially installed atop 500 René-Lévesque Boulevard West in Montreal. The building at that address is the Canadian Olympic House, which serves as a resource for sport federations striving to build Olympians and World Champions, offers ample workspace, and is scheduled to host a sport science and technology centre. It is also the Montreal office for the Canadian Olympic Committee.

To celebrate the raising of the rings, the COC welcomed International Olympic Committee President Thomas Bach to Montreal and hosted a luncheon where \$1.6 million was raised for the COF to support aspiring Olympians!! What an exciting time for Canadian sport on the international stage.

We hope that you enjoy this edition of Strive. As always we try to share with you the impact that your gift has on Canadian sport, and the many athletes, coaches, officials and volunteers. We love to hear from you, so please share your comments with us by sending an email to [foundation@olympic.ca](mailto: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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## OLYMPIAN PROFILE

# Monique Sullivan



Monique Sullivan knew the TORONTO 2015 Pan Am Games would be great. How could it not be? The organizing committee delivered Canada a world-class velodrome where she could compete in front of family and friends. But the 26 year-old track cyclist couldn't have imagined how truly amazing her Games experience would be.

Monique was one of Team Canada's top medal earners – taking home the gold medal in each of the three events she competed in (team sprint, sprint and keirin).

"This was the first time that a lot of us on the track team had ever raced at home, because we just didn't have the facility before," says Monique. "I knew it would be awesome, but once we got there it felt so much bigger than any other race."

Monique's mother, Suzanne Leclerc, had been unable to travel to London for the 2012 Games, so Pan Am marked the first time in seven years that she had seen her youngest daughter compete. For the occasion, family from across the country traveled to Milton to watch Monique – it was a mini reunion, of sorts.

"I loved having my family in the stands. Their support over the years got me to the Pan Am start line and I think competing in front of them gave me an edge; I wanted to perform for them," says Monique.

A native of Calgary, Alta., Monique's mother signed her up for a youth cycling program at the Olympic Oval – a friend of the family's daughter was enjoying it and the consensus at the Sullivan household was 'why not?'

"I wasn't a very athletic kid," admits Monique. "But I fell in love with cycling instantly. The neat thing about cycling is that it's all about your engine, and how powerful you are. It doesn't require a lot of coordination and that was great for me."

Monique's progress on the track wasn't immediate ("I spent a lot of time getting lapped") but by age 18 she

had qualified for the Junior World Championships and began to see her future in the sport. She made her Olympic debut at London 2012, finishing sixth in the women's keirin final. It was an impressive finish for Canada's lone female sprint cyclist at the Games.

"I've spent most of my career as the only female sprinter on the national team," says Monique. "I'd compete against the men or spend my track sessions pacing and chasing the motorbike."

Fortunately, Monique now has company. Enter Kate O'Brien – former bobsleigh brakeman and rookie track cyclist.

"It's so great to have Kate on the team with me now. She is just pure power from her bobsleigh background," said Monique. "Having someone else there with me every day, pushing for my spot, it's been such an amazing motivator. We won the team sprint at Pan Am together and have a great future as teammates."

Thanks to her teammates and the newly constructed velodrome, Monique is more optimistic than ever about the Canadian track cycling program.

"It's incredible to see the growth of the sport. At my first world championship there were only four of us on the team. At TO2015 we were 14 strong. We fielded athletes in every event. We had a full support team," says Monique. "The velodrome was the missing piece that we needed to become truly competitive on the international stage. There have been individual cyclists over the years who have made it happen on their own through pure skill and willpower, but to make a world class team you need a home base and you need a team. Now we have somewhere to go. I'm so grateful."

Monique recently took home three medals (two gold, one bronze) at the UCI Pan American Championships in Chile. She continues her push towards qualifying for the Rio 2016 Olympic Games next summer.



### Top

Monique competes in the keirin race at the Toronto 2015 Pan Am Games.

### Above

Monique celebrates one of her three TO2015 gold medal victories at the Milton Velodrome.

© Jason Ransom  
Mike Ridewood

Celebrating our Olympians Never Tasted So Good!

The Road To The CANADIAN CULINARY CHAMPIONSHIPS

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# ROAD TO RIO

**Winnipeg**

Friday, October 16

**Edmonton**

Thursday, October 22

**Regina**

Friday, October 23

**Halifax**

Thursday, October 29

**Calgary**

Tuesday, November 3

**Toronto**

Thursday, November 5

**Ottawa**

Monday, November 9

**St. John's**

Thursday, November 12

**Montreal**

Monday, November 16

**Victoria**

Thursday, November 19

**Saskatoon**

Friday, November 20

**Kelowna**

February 5-6, 2016

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Net proceeds from Gold Medal Plates are given to the Canadian Olympic Foundation which supports athletes and high performance programs such as Own the Podium. To date, over \$9.5 million has been raised.



**Over  
\$28  
million  
raised  
since  
2009**

# Red Mittens Return

All eyes were on Canada this past summer as we successfully hosted the Pan American Games. TORONTO 2015 was without a doubt Team Canada's most-successful Pan American Games ever. Our athletes showed up to perform and took home a pile of TO2015 hardware. 2015 has seen other sport milestones. Canada hosted the FIFA Women's World Cup for the first time in June and in January our world junior team was back to being the best young hockey team on the planet, claiming IIHF gold on Canadian soil.

As we transition into fall, there is no better way to celebrate the changing of the seasons than the launch of the annual Hudson's Bay Red Mittens!

On September 11, Olympians and official Red Mitten ambassadors, Shannon Szabados, Marie-Philip Poulin and Caroline Ouellette, along with Hudson's Bay, launched the 7th edition of the iconic symbol of Canadian Olympic pride.

Team Canada hockey trio Shannon Szabados, Marie-Philip Poulin and Caroline Ouellette are the official 7th edition Red Mitten ambassadors.

"It is an honour to join forces with Hudson's Bay alongside Caroline and Shannon for the 7th edition of the Red Mittens," said Marie-Philip Poulin, two-time Olympian, two-time Olympic gold medallist. "The funds raised from the Red Mittens go directly to Canada's athletes and are crucial in ensuring that they have the resources they need to be the best they can be."

The three ambassadors have all been to multiple Olympic Games and between them, have eight gold medals. In addition to years of dedication and sacrifice,

it takes the best coaching, training and competition, medical support and sports science to produce champions. Funds raised from the Hudson's Bay Red Mittens sales help provide our athletes with high-performance resources, propelling Olympians and next generation talent to achieve their fullest athletic potential.

Since 2009, the initiative has raised over \$28 million for the Canadian Olympic Foundation (COF). Thanks to the passion and generosity of Canadians, like you, it continues to be the COF's largest revenue generator. New this year, \$500K of Hudson's Bay's annual contribution will be used to fund HBC Strength in Stripes, an athlete bursary program that will see 50 selected athletes receive \$10K in annual sport funding. The HBC Strength in Stripes team will be named in early 2016.

The latest Red Mitten design builds on the colourblock theme that has been a trademark feature from season to season. Red, white, black and grey are the dominant colours, with the tweed yarn complementing the colour palette. Other features of the Red Mittens include the traditional maple leaf, an embroidered Canada font on the palm and an athletic inspired bold white border to finish off the cuff. The Red Mittens will again be available in an "infant" size, allowing the whole family to show their Canadian pride.

The latest edition of the Red Mittens is a coveted collectable that makes a colourful and useful gift, supporting a great cause. Get your Hudson's Bay Red Mittens today!

**Top**  
2015 Red Mittens  
ambassadors;  
Marie-Philip Poulin,  
Caroline Ouellette and  
Shannon Szabados.

 Hudson's Bay



## TO2015 MISSION TEAM

# Behind The Scenes

**Above**  
The Canadian Pan  
American Team  
moose, affectionately  
named 'Moosestache'.

Jessie Barrett

Canadian Olympic Foundation staffers Selga Apse and Jessie Barrett had the unique opportunity to be part of the Canadian Pan American Mission Team for the TORONTO 2015 Pan Am Games. The Mission Team is made up of Canadian Olympic Committee staff (both in their functional areas and on secondment – like Jessie and Selga), volunteers and other expert professionals, like doctors and other high-performance sport experts.

Selga worked on the administration team in the Athletes' Village for the entire Games. She was part of the team responsible for village guest passes, Team Canada room assignments and keys and general organization. Jessie was on the outfitting team. She was one of the 17 individuals responsible for packing and distributing the Hudson's Bay athlete kits – over 1,442 bags with 23 items (that's 39,300 items in total)! She also managed the local volunteers for this area.

Both Selga and Jessie had a blast! Here's a few highlights and musings from their TO2015 experience!

- > Not surprisingly, the Canadian Olympic Moose was the top photo destination in the village. Many international athletes, coaches and officials were spotted taking a selfie or group shot with the moose. A few Canadian politicians – from Lt Gov to PM to Premier to Mayor – were also spotted with the moose, affectionately named 'Moosetache'.
- > Contrary to popular belief, the Athletes' Village is not a party destination. Not even close. The atmosphere is positive and excited, but respectful and conservative. Competitions are being held every day and athletes (even those who are finished competing) are very courteous of their neighbours who are focused and resting.
- > Pin trading was certainly alive and well in the Pan Am Village! It is the fastest and easiest way to make friends – language barrier or not. Just point to the pin you want, and point to the pin you're willing to trade, and then nod/smile/frantically wave to complete the trade.
- > Athletes come in all shapes and sizes (and it's refreshing and wonderful)! It was a favourite pastime in the dining hall during meals to guess their sport based on their body type. Tiny gymnasts rubbed elbows with volleyball and basketball players in line for pasta and salads. With different sports and different bodies come different nutritional needs. Some loaded their plates with fresh produce and protein, while others seemed content on consuming as many calories as they possibly could! Given that a large number of the athletes hailed from South America, the dining hall was fairly open during the conventional North American supper hour. But traffic really started to pick up around 9:30 p.m.



**Left**  
 Prime Minister Stephen Harper stopped by the Pan Am Athletes' Village for a quick ping pong match against rower Matthew Buie.

- > At the TO2015 Pan Am Games, athletes were allowed in the Village up to five days prior to their first competition date and had to leave two days following the conclusion of their event (based on capacity). Many competing athletes and teams were mid-season, so they moved out pretty quickly to fly to another competition. This meant that some teams never even crossed paths – men's and women's water polo teams were long gone before men's and women's basketball even entered the Village.
- > Each team, from every country and every sport, is greeted into the Village with an official 'Welcome Ceremony'. Both Jessie and Selga took part in Canada's Team Welcome Ceremony. It was our first opportunity to see the entire team together, dressed in their awesome team gear from Hudson's Bay. The group sang O'Canada and were treated to live music and dancing.

**Highlights and Last words:**

**Jessie:** Being part of the TORONTO 2015 Mission Team was a blast! It was great to see first-hand what 'Team behind the Team' really means. Being so close to the action was inspiring. I walked away from TO2015 with new friendships and a greater appreciation for Team Canada athletes.

**Selga:** I was truly honoured to be given the opportunity to work so closely with the athletes, coaches, officials and support staff to help make the games such a great success. I have an even greater admiration for all involved on the organizing committee and Team Canada.

"I walked away from TO2015 with new friendships and a greater appreciation for Team Canada athletes."

# #Oneteam LGBTQ INCLUSION INITIATIVE



**Top**  
Olympians, family and friends march in Toronto's Annual Pride Parade.

**Right**  
Olympians and representatives from the Canadian Olympic Committee, You Can Play, Egale Canada and the Government of Canada celebrate the launch of the #OneTeam initiative.

Jenna-Muirhead  
Gould/COC

Nine months ago, the Canadian Olympic Committee launched the #OneTeam initiative, a groundbreaking program aimed at promoting Lesbian, Gay, Bisexual, Trans, Queer and Questioning (LGBTQ) inclusion and respect throughout Canadian sports and schools. The COC believes that sport should be a welcoming space for all, where all participants can feel safe to be their true selves, increasing participation and allowing athletes to perform to the best of their ability. Created in partnership with the You Can Play Project and Egale Canada Human Rights trust, the #OneTeam initiative empowers athletes, coaches, students and teachers to champion inclusive policies and practices on their fields and in their classrooms.

The initiative is primarily designed as a hands-on approach for educators, coaches and parents across the country to champion LGBTQ inclusion in their community. As part of the Canadian Olympic School Program, the COC developed the One Team: Creating a Safe School and Sport Environment educational resources, which include an overview of the climate for LGBTQ youth, a cooperative games package, and tips sheets on making learning and sport environments more inclusive. We have also recruited over 30 Olympians and National Team athletes to act as



#OneTeam ambassadors, including four-time Olympic Champion ice hockey player Charline Labonté, and Olympic silver medallist and world champion figure skater Eric Radford to share this message in their communities.

Athlete ambassadors act as role models, drawing on their own experiences growing up in school and in sport to instill the values of respect and acceptance among the younger generation, as well as promoting the use of the One Team educational resources to teachers, administrators, coaches and parents.

To learn more about the #OneTeam program, what it's doing for Canadian athletes, and how you can promote inclusion in your community, check out our promotional video and visit [olympic.ca/education](http://olympic.ca/education).





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# \$1.6 million raised!

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On July 9, 2015 IOC President Thomas Bach, Olympians, Olympic partners and supporters, and representatives from various levels of government gathered in Montreal for Canada Olympic Excellence Day - a one day celebration of sport and the Olympic movement in Canada.

Canada Olympic Excellence Day was an incredible experience! The Olympic Rings on Canadian Olympic House are a legacy of amateur high-performance sport in this country and will inspire Canadians for years to come. Together with your generous support we raised **\$1.6 million** to support Canadian athletes. Thank you!



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# CELEBRATING IN OUR BACKYARD TORONTO 2015 ON HOME SOIL



NEW DONORS ACQUIRED

**OVER 100K**  
**GO CANADA GO**  
**THUNDER STICKS**  
DISTRIBUTED ACROSS  
CANADA AND THE GTA



# 24

OLYMPIANS ATTENDED  
20 DONOR EVENTS



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**ACTIVATIONS:** **5**



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**FIRST COMMERCIAL**

LAUNCHED OUR FIRST BRAND CAMPAIGN

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**6.2 MILLION** EARNED MEDIA  
IMPRESSIONS



DONORS HOSTED  
AT TO2015 EVENTS



# 200%

**INCREASE IN TRAFFIC**  
TO OLYMPICFOUNDATION.CA  
FROM LAST SUMMER



# 295%

**FACEBOOK PAGE**  
GROWTH THROUGHOUT  
THE SUMMER



**RAN OUR FIRST EVER**  
**FACEBOOK CONTEST**

# Golden Partnership

## WITH THE ROYAL CANADIAN MINT

The Canadian Olympic Foundation (COF) developed a new partnership during the TORONTO 2015 Pan Am Games with The Royal Canadian Mint (the Mint). However the Mint is no stranger to the Olympic Movement, having first created a series of Olympic coins to commemorate the 1976 Montreal Olympic Games.

The Mint is the Crown Corporation responsible for the minting and distribution of Canada's circulation coins. The Mint is recognized as one of the largest and most versatile mints in the world, offering a wide range of specialized, high quality coinage products and related services on an international scale.

In partnership with the COF, the Mint generously donated space within their pavilion to allow Pan Am Games attendees a one of a kind experience. At the Royal Canadian Mint pavilion, visitors had the chance to hold an official competition medal, strike their own TO2015 medallion featuring Pachi and check out the official commemorative coins of the Games. Three-time Olympic champion Gillian Apps (women's ice hockey) and Olympic rhythmic gymnast Alexandra Landry participated in the activation. Fans had the opportunity to receive an autograph and have their photo taken with Gillian and Alexandra.

Throughout the Pan Am/Parapan Games athletes from across the Americas competed for the bronze, silver and gold medals. The paths of the medals originate at different points across the western hemisphere thanks to the collaboration of Barrick Gold Corporation (Official Metal Supplier) and the Royal Canadian Mint (the Official Medals Design and Production Supplier).

For athletes, the path to international sport begins in their hometown. It is a similar journey for the medals that they strive to achieve. The medals begin their journey in local mining communities and are forged by skilled hands, hard work and civic pride. The TORONTO 2015 medals make their final stop on the podium, when they're draped around the athletes' necks.

Just as athletes hone their skill with hours of training, the unique Games medals were skillfully crafted by the Royal Canadian Mint in an innovative process featuring 25 production steps. The process involves 30 Mint employees, including engineers, engravers, die technicians, machinists and production experts working together.

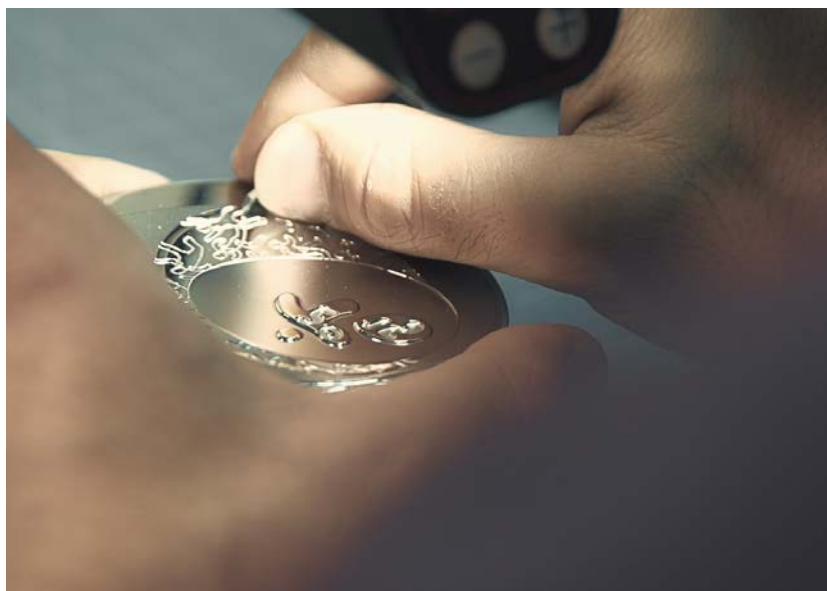
"These TORONTO 2015 medals are pieces of art in their own right, and reflect all the hard work, dedication and the difficult journey athletes will take to wear one around their neck and cherish for life." Mark Tewksbury, Olympic gold medallist, swimming.

For the first time in medals history, the Royal Canadian Mint has applied the ancient technique of mokume gane, fusing different alloys to reflect the multicultural celebration of athletes and the fellowship of nations coming together under the motto "United We Play!" The mokume gane technique produces another valuable result: Each of the 4,283 competition medals is truly unique. Learn more about the making of the medals at [mint.ca/TO2015](http://mint.ca/TO2015).

Thank you to the Mint for their continued support of our athletes and the COF during the Pan Am Games.

### Below

TO2015 medals are inspected at the Royal Canadian Mint production facility.





## ATHLETE PROFILE

# Philippe Gagné



### Above

Philippe shows off his TO2015 bronze medal in the men's 3m springboard.

### Right

Philippe and men's 10m synchro partner Vincent Riendeau compete at the TO2015 Pan Am Games.

Vaughn Ridley

When Philippe Gagné first started diving at age six, it was really just for fun. “There was this pool next to where I live,” he says, “Each summer I would go and I would see the older kids dive. And one day I wanted to try it.” And now he has his sights set on making it to the Rio 2016 Olympic Games.

While he still has to qualify at the World Cup next February in order to join the Canadian team (he must first earn a spot for Team Canada, then make the team at the Canadian Olympic trials in June), he looked more than ready at the Pan Am Games this summer. Philippe dives from both the springboard and the tower which is a rare feat for divers. While it can be difficult to gain enough practice in both to feel confident, he will eventually select a specialty.

Still, the work of training for two disciplines paid off. At the Pan Am Games, Philippe won a bronze in the 3-metre springboard, and took home two silver medals in synchronized diving – the first on the 10-metre platform with Vincent Riendeau and the other on the 3-metre springboard with François Imbeau-Dulac.

It's a tight-knit team that trains, dives and travels the world together. At 17, Philippe is the youngest on the national team. He is thrilled to be able to work with Olympic veterans like François Imbeau-Dulac. “They learned a long time ago how to handle pressure. When I got to Pan Am, I saw the crowd and was nervous. I put a lot of pressure on myself. Frankie [François] said just do your dives like you do in practice.”

Philippe sacrificed a lot to get to where he is. He trains at the Olympic Stadium – also known as the Quebec Sport Institute (INS) – in Montreal. A CEGEP student, he goes to school morning until noon and then dives all afternoon. After his diving years are over, he hopes to become an engineer. But the sacrifice isn't his alone; his parents support his diving costs, he receives a bursary from Saputo and he is assisted further by Diving Canada.

Competing at the Olympic Games is a goal he has had since watching Alexandre Despatie win silver for Canada in 2008: “I woke up in the middle of the night to watch it with my mom. I was still a very young diver so seeing him inspired me to do it.” Eight years later, Philippe Gagné is one to watch as Team Canada heads to Rio in 2016.



## DONOR PROFILE

# Marty & Tikki Vellner

Sport has been a positive and rewarding part of Marty and Tikki Vellner's lives. Both competed nationally, Tikki in flat water paddling and Marty is an accomplished springboard and tower diver. Sport taught the Vellner's valuable skills such as discipline, teamwork, goal setting, focus, fair play and the pursuit of excellence – skills that transferred into their daily lives and shaped them into the successful professionals and parents they are today. It brought them great pleasure to introduce their three boys to sport and healthy competition. Their sons have competed nationally in artistic gymnastics, tumbling and trampoline, aerial skiing, lacrosse and Crossfit.

Through experiencing sport from the perspective of both athletes and as parents, the Vellner's have a deep understanding of the challenges that athletes and their families face on their path to the podium. It was a natural fit when in 2013 Marty & Tikki became donors the Future Olympian Fund, the COF's \$4 million dollar major gifts campaign, launched to alleviate the financial hardship on next generation Canadian athletes.

Marty and Tikki traveled to Toronto to experience the TORONTO 2015 Pan Am Games firsthand. They volunteered at the Vancouver 2010 Olympic Winter Games and were keen to recreate the amazing experience in Toronto.

"The hosting of the Pan Am Games on Canadian soil presented an opportunity to focus the world's attention on Canada as a country, Canadians as a people and specifically Canadian athletes as elite members of the world sport community."

Both Tikki and Marty enjoyed the lively atmosphere and positive attention that the Games brought to the city. And just Like Vancouver 2010, TORONTO 2015 provided a healthy injection of Canadian pride.

"One of the legacies of the Pan Am Games has to be the strong sense of Canadian pride felt as a result of successfully hosting one of the largest multi-sport event in the world, showcasing the talent of our athletes and placing second in the world in the competition. This combined with the talents of our multicultural community as gracious hosts, which could be seen throughout the city at one festivity or another, surely gave Torontonians and all Canadians something to truly be very proud of."

As Marty describes, "Sport, like no other vehicle, has this power to unify a country, break down the barriers between people and remind us of our commonality as opposed to our differences." This is what sport is all about and why the Vellner family supports the Canadian Olympic Foundation. These amazing donors share our passion, cause, mission and vision and we could not be more grateful.

Thank you Marty and Tikki!



### Top

The Vellner's were at the Royal Canadian Henley Rowing Course on July 14 when Carling Zeeman won gold in women's single sculls.

### Above

Vellner family photo

Top photo credit: Winston Chow

# Upcoming competitions

Please see the calendar below for some of the upcoming sporting events across Canada.



**Right**

Charles Hamelin competes in men's 1000m short track speed skating at the Sochi 2014 Olympic Winter Games.

Winston Chow

DATES	SPORT	TITLE	CATEGORY	LOCATION
September 20-25, 2015	Golf	World Junior Girls Championship	Junior International Competition	Kanata, ON
October 18, 2015	Athletics	Toronto Waterfront Marathon*	Recreational	Toronto, ON
October 30 - November 1, 2015	Figure Skating	Skate Canada International Grand Prix	National Championship	Lethbridge, AB
October 30 - November 1, 2015	Speed Skating	ISU Short Track World Cup #1	International Competition	Montreal, QC
October 31 - November 7, 2015	Ice Hockey	World Under 17 Hockey Challenge	International Competition	Dawson Creek, BC
November 6-8, 2015	Speed Skating	ISU Short Track World Cup #2	International Competition	Toronto, ON
November 13-15, 2015	Speed Skating	ISU Long Track World Cup #1	International Competition	Calgary, AB
November 28 - December 6, 2015	Alpine Ski	Lake Louise Winterstart World Cup	World Cup	Lake Louise, AB

\*The Canadian Olympic Foundation is participating in the Toronto Waterfront Marathon as an official charity. If you're interested in running with the COF, contact Jessie Barrett (jbarrett@olympic.ca).





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