

STRIVE



HBC BURSARY MAKING
DREAMS COME TRUE

+

CELEBRATING OLYMPIC DAY

+

GETTING OUR
ATHLETES
RIO-READY



FOUNDATION
FONDATION



FROM OUR EXECUTIVE DIRECTOR

The Rio Olympic Games official website's countdown clock marks the days, hours, minutes and even the seconds until the start of the Summer Olympics on August 5th. The countdown has been building excitement for fans leading up to Rio. During this time, the athletes, coaches and support teams have been acutely aware of the limited time remaining to prepare.

Athletes have spent years preparing for these Games. Their coaches have carefully planned schedules to ensure the athletes are ready, so that they "peak" during the Games. These last weeks before the Games are critical to stay healthy and focused. This issue provides a glimpse of the preparations for Rio.

What makes the Olympics so special are the athletes. For some this will be their first Olympics, others are hoping to improve on past Games. We are featuring athletes whose names you may not know, YET! As well, we will introduce you to one of our donors, and some corporate partners who play a vital role in providing our athletes with the opportunity to be top performers.

I hope that you enjoy watching and following the Rio Summer Games. As you watch the athletes, know that your generous donation has helped get them there. And when our athletes stand atop the podium singing O Canada, I hope that you will join in, because that medal also belongs to you too!

Leanne Nicolle
Executive Director

P.S. If you will be in Rio, please let me know by sending an email to foundation@olympic.ca

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Executive Director:
Leanne Nicolle
Design:
Keith Jones/voc

We would love to hear from you! Please send your comments to:
foundation@olympic.ca
olympicfoundation.ca
Canadian Olympic Foundation

Canadian Olympic Foundation
21 St. Clair Avenue East,
Suite 900
Toronto, ON M4T 1L9
416-324-4282 or
888-377-7073

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OLYMPIAN PROFILE

Scott Tupper | Matthew Sarmiento



In a country dominated by ice hockey, the young men on the Canada's field hockey team are taking the road less traveled. Fortunately for Scott Tupper and Matthew Sarmiento – that road has led to the Rio 2016 Olympic Games.

After a brief hiatus from London 2012, the Red Caribou (the self-proclaimed nickname for the squad) are busy preparing for their return to the Games and are ready to change the hearts and minds of ice hockey-crazed Canadians.

“Like a lot of Canadian kids, I grew up playing ice hockey,” says Scott Tupper – a veteran midfielder with over 220 caps to his name. “It was certainly my number-one passion growing up.”

Likewise for talented, young forward Matthew Sarmiento. “I dreamed of playing in the NHL. I thought field hockey was for guys who couldn't skate.”

Both Scott and Matthew were introduced to field hockey through friends and teachers, and though reluctant to join at first, they quickly developed a passion for the sport. That passion is key because a field hockey career in this country is far less glamorous than its on-ice cousin.

Canada's men have qualified for seven out of the last thirteen Olympic Games. In an amateur sport funding system where success begets success, the Red Caribou have found themselves in a challenging financial position over the years. Scott has been with the program since 2005 (he's one of only two current team members with prior Olympic experience) and has lived through a variety of funding models for the secondary sport.

“Over the past couple of years, individual players have invested over \$10,000 each into programs. It's been tough for a lot of the guys. Most of us put our carding

money back into the program – funds that are often used for athletes' living expenses are used to pay our annual levy.”

The athletes rely on their parents (affectionately referred to as ‘The Bank of Mom and Dad’) for support and apply to any and all available grants. Matthew was recently named as one of the 50 recipients for the HBC Athlete Bursary Program.

“The funds I receive from the HBC Foundation make such a difference in my training, and life in general. I've spoken to some of the other athletes that received the grant and we couldn't be more grateful.”

Canada opens up Olympic play on August 6 against no. 3 Germany. As the lowest ranked team in the tournament (besides host Brazil), it'll be an uphill battle for the Red Caribou. But they're happy to play spoiler; it's a role they're used to.

“We just plan to go out to each match and take points from every team. Anything can happen if we make it to the elimination round – and we're known for punching above our weight,” says Matt.

While some may argue that their international ranking takes some of the pressure off, the enormity and honour of competing at the Games isn't lost on either of these young men or their teammates.

“We've worked so hard to get here. We have a great story. We play a fast-paced game and just like our ice hockey team, we're die-hard Canadians,” says Matt.

“Amateur high-performance sport is a vehicle for bringing people together, it can unite a nation,” says Scott. “We're everyday people, doing pretty special things. I can't wait to represent Canada in Rio.”



Left
Scott Tupper competes at the Toronto 2015 Pan Am Games.

Above
Matthew Sarmiento at the Azlan Shah Cup in Malaysia in Spring 2016.

Michael P. Hal
Shahheed Devji/Field Hockey Canada



Canadian Olympic Committee Celebrates Olympic Day

Top
Canadian Olympians
celebrate with local
kids in Richmond, B.C.

For athletes to reach the Olympic Games, their development starts right here at home, and for many of those athletes the desire to strive for the Olympic Games began with meeting or hearing from an Olympian. With this in mind the Canadian Olympic Committee (COC) joined forces with over 40 partners to celebrate Olympic Day with over 40,000 participants and 65 Canadian Olympians.

Olympic Day is an international celebration of the Olympic values and ideals and encourages people of all ages to get moving and participate in sport and physical activity. Since 1948 countries across the world have celebrated Olympic Day as a means to connect the public with Olympians, sport and the Olympic Movement.

This year the COC worked with partners across Canada to host over 130 events over the months of May, June and July. Additionally the Canadian Olympic School Program released Olympic Day resources to help educators, parents and community leaders in getting children and youth active while celebrating the Olympic Movement.

What you'll find:

1

Olympic Day Toolkit – Provides an overview of Olympic Day, history of the modern Olympic Games as well as provides tips and ideas on how to organize and host your own Olympic Day Celebrations.

2

Torch Relay Kit– Outlines the history of the Olympic Torch Relay and Olympic Medals and challenges participants to develop their own Torch and Medals.

3

Olympic Trivia – Developed in conjunction with our Sport team, this resource provides quick and fun facts about the modern Olympic Games, Canada's history at the Games and introduces participants to the sports featured in the Olympic Games program.

Be sure to check out the Canadian Olympic School Program to find fun unique Olympic themed resources to share with your community.

Resources are available at olympic.ca/education.

Behind The Scenes

AT THE INTERNATIONAL OLYMPIC ACADEMY



Lauren Adams | Development for the Canadian Olympic Foundation

In February 2016, I applied for a position to become an ambassador for Canada at the International Olympic Academy's (IOA) 56th Session for Young Participants. Only a few weeks later I learned that I was one of three young people chosen to represent our incredible country. Joining me on this adventure of a lifetime were international sport consultant Tanya Ng Yuen and Olympic rhythmic gymnast, Rosie Cossar. The theme was how to promote environmental protection and education in sport – an issue I'm very passionate about.

The sightseeing began upon our arrival in Athens. We were fortunate enough to be the only visitors at the Panathenaic (Olympic) Stadium which hosted the first modern Games in 1896 and was used as an Olympic venue in 2004. The historic venue is an example of sustainability and has really stood the test of time.

In the evening, we were formally welcomed on the Hill Pnyx, a gathering place for the ancient Greeks. The opening ceremony was a spectacular way to officially begin our time at the IOA and celebrate Greek culture through song and dance.

From Athens we then drove five hours north to the IOA, which is settled in the most beautiful mountainside. The next morning our academic courses began as scholars from around the world arrived to discuss Olympism. The lectures spanned a wide variety of topics – from sport for development to gender equality in sport to environmental sustainability. The lectures were an opportunity to engage in diverse discussion with young leaders from around the world. Each country is doing something a little bit different and it was eye-opening to learn about their unique attitudes and challenges.

Not all of our learning took place in class room and one of these challenges came to light on the field of play. Throughout the sessions, we participated in coed games; soccer, basketball, tennis, and volleyball. The first time we played soccer, I was discouraged when none of the men on my team wanted to pass me the ball. After a few frustrating plays, I confronted one of them about it. He was surprised that I was feeling annoyed and undervalued – and more surprised that I bothered to say anything about it.

The next day was our lecture on gender equality. A representative from Zimbabwe gave an incredible presentation on women's rights and issues. The crowd in the lecture hall was attentive and everyone was asking intelligent questions. It felt like the attitudes were changing – and the next day on the pitch proved it. Everybody shared the ball. Everyone high-fived. It was completely different.

Above
IOA Class of 2016.

Below
Tanya, Rosie and Lauren at IOA.

George Skouloudis



Before I knew it the two weeks were over. I had made so many incredible friendships and I know that they'll last a life time. I've always known that sport unites people, but my experience at the IOA reaffirms that. I can't wait to bring my learnings back to the Foundation!



HBC athlete bursary program provides direct support to athletes

Above
Bursary recipients
Khamica Bingham
and Matthew
Sarmiento.
Hudson's Bay

The Canadian Olympic Foundation (COF) and HBC Foundation recently announced an exciting new program that is making a marked difference in the lives of Canadian high-performance athletes.

The HBC Athlete Bursary Program will award 50 Canadian athletes \$10,000 annually. Beginning in 2016, it's a \$2.5 million investment that provides bursary recipients with sustainable funding over the next five years. Athletes can invest the dollars toward activities that will benefit their development such as international competition, sport science, daily training programs, new equipment, coaching and nutrition. Athletes can also use the bursary to offset personal expenses, like rent and transportation, that can be challenging as full-time training doesn't rarely leaves room for full-time employment.

Thirteen bursary recipients were on hand at the Hudson's Bay 15th annual Charity Golf Tournament to celebrate the announcement.

Over 500 athletes applied to be part of the program. The 50 selected hail from across the country, and are a mix of Olympic hopefuls and veterans, representing 31 sports. There are 22 men and 28 women that are part of the program.

"The HBC Athlete Bursary Program is an incredible initiative and provides substantial support to the selected athletes," says Leanne Nicolle, Executive Director, Canadian Olympic Foundation. "The group is an exciting mix of Olympic medalists and veterans, and up and coming talent. We are so excited to see the things that they can accomplish with the help of these funds."

The Canadian Olympic Foundation worked with the HBC Foundation on a call for applications that went out to all National Sports Federations (NSF). A selection committee consisting of representatives from the Canadian Olympic Committee (COC), the Canadian Olympic Foundation (COF) and HBC Foundation was faced with the daunting task of reviewing over 500 applications and selecting the final 50.

“I am honoured and grateful to be a part of the HBC Athlete Bursary Program,” says Ivanie Blondin, Sochi 2014 Olympian and 2016 women’s speed skating mass start world champion. “On behalf of the other 50 athletes in the program, thank you to the HBC Foundation and Canadian Olympic Foundation for the opportunity. This financial help will go a long way toward helping us achieve our athletic goals.”

The funds, which were dispersed in January, have already had a positive impact on the recipients.

“Field hockey cleats are sport specific – we can’t just wear an astro-turf cleat. The shoes are expensive, and we go through a few pairs every season. Thanks to the HBC athlete bursary program, I’ve been able to order new shoes,” says Matthew Sarmento, Canadian men’s field hockey athlete and bursary recipient. “Since receiving the funds, I’ve also been able to buy more nutritious groceries and I’ve purchased a bike for commuting to and from training. In speaking with other athletes who are part of the program, we all agree that this money makes a world of difference in our lives.”

Since 2005, HBC has raised \$42 million through fundraising programs like the Red Mittens, an ongoing annual initiative that is symbolic of HBC’s commitment to Canadian athletes.



Left
Olympians and Paralympians accept a cheque from HBC executives Richard Baker and Gerald Storch.
HBC Foundation

HBC Foundation and the Canadian Olympic Foundation are proud to announce the 50 successful bursary candidates for 2016:

Jennifer Abel, Diving
 Meghan Agosta, Ice Hockey
 Heather Bansley, Beach Volleyball
 Khamica Bingham, Athletics
 Melissa Bishop, Athletics
 Ellie Black, Artistic Gymnastics
 Ivanie Blondin, Long Track Speed Skating
 Jamie Broder, Beach Volleyball
 Mandy Bujold, Boxing
 Karol-Ann Canuel, Road Cycling
 Ryan Cochrane, Swimming
 Nicolas Constantin-Bicari, Water Polo
 Dustin Cook, Alpine Skiing
 Charle Cournoyer, Short Track Speed Skating
 Simon d’Artois, Freestyle Skiing - Halfpipe
 Justine Dufour-Lapointe, Freestyle Skiing - Moguls
 Philippe Gagné, Diving

Travis Gerrits, Freestyle Skiing - Aerials
 Samuel Girard, Short Track Speed Skating
 Magali Harvey, Rugby
 Taylor Henrich, Ski Jumping
 Gilmore Junio, Long Track Speed Skating
 Mikaël Kingsbury, Freestyle Skiing - Moguls
 Melissa Lotholz, Bobsleigh
 Conlin McCabe, Rowing
 Kimberley McRae, Luge
 Erin Mielzynski, Alpine Skiing
 Christabel Netthey, Athletics
 Nam Nguyen, Figure Skating
 Emily Overholt, Swimming
 Joseph Polossifakis, Fencing
 Taylor Ruck, Swimming
 Ben Russell, Canoe/Kayak Sprint
 Matthew Sarmento, Field Hockey

Chaim Schalk, Beach Volleyball
 Kelsey Serwa, Ski Cross
 Darcy Sharpe, Snowboard
 Jacqueline Simoneau, Synchronized Swimming
 Cameron Smedley, Canoe/Kayak Slalom
 Nathan Smith, Biathlon
 Kirsten Sweetland, Triathlon
 Marielle Thompson, Ski Cross
 Benjamin Thorne, Athletics
 Yuki Tsubota, Freestyle Skiing - Slopestyle
 Antoine Valois-Fortier, Judo
 Chantal Van Landeghem, Swimming
 Elisabeth Vathje, Skeleton
 Rudy Verhoeff, Volleyball
 Erica Wiebe, Wrestling
 Carling Zeeman, Rowing



Where
The
Money
Goes

Rio 2016 Games Prep

Above
Well-known
Brazilian landmark,
Christ the Redeemer.

...know that
your support
helped
provide our
Olympians
with the
resources
needed to
ensure they
could give the
performance
of a lifetime.

The Rio 2016 Olympic Games are rapidly approaching and the countdown is on! Team Canada is busy preparing. Years of training, dedication, sacrifice and drive have brought them to this pivotal moment and they're ready to lay it all on the line for our country. For these exceptionally talented athletes, a lifetime of preparation sees all roads leading to Rio.

Competing at the Olympic Games is an incredible honour; but also a tremendous stressor. How could it not be? A lifetime of preparation culminates in such a brief moment of glory. The at-Games environment only compounds this pressure. Athletes acclimatizing themselves to living in a village – in new beds and surroundings, eating unfamiliar food and having altered schedules. It's distracting.

Competition venues are spread far and wide across the massive city of Rio, and transportation to and from venues will be a challenge. Canada's canoe/kayak sprint and rowing teams will compete at Lagoa Stadium, and triathlon will compete in the Copacabana area, both a 90-minute drive from the Olympic Village. For the 35-40 athletes that will represent Team Canada in these three sports, it's more than an inconvenience. Paddlers, rowers and triathletes are typically training twice a day in the lead up to a competition. Off the water, they spend their time training on ergometers and cycling trainers, reviewing video, receiving treatment for any aches and pains, and ensuring that they have optimal nutrition to fuel their bodies.

For these Games, the Canadian Olympic Team will create a Performance Hub for canoe/kayak sprint, rowing and triathlon. Located a short walk from Lagoa Stadium and the Copacabana area, this facility will house Team Canada rowers, paddlers and triathletes and give them access to the high-performance resources they need to be at their best when it

matters most. But facilities like this come at a price, and costs in Rio continue to surge.

Our rowers, paddlers and triathletes are just three groups plagued by problematic logistics and costs in Rio. Accommodations in Rio are more expensive than past Games and many athletes are facing the reality of enduring the Games without the help of their integrated support team (IST). In some instances, the burden of cost is too high for national sport federations to send personal coaches, trainers and therapists to Rio.

The specific needs vary by sport, but between accommodations, transportation and on-site training facilities, our Team Canada athletes will need extra support to ensure they are in their best form to deliver quality performances. That's why the Canadian Olympic Foundation launched the READY SET RIO campaign in April.

Thanks to our generous donors, the campaign has already raised over \$10,000! Funds raised through this campaign will be used to assist our athletes and coaches on the ground in Rio and will directly impact the performance capability of the Canadian Olympic Team.

When our athletes stand atop the podium in Rio, please know that your support helped provide our Olympians with the resources needed to ensure they could give the performance of a lifetime.

If you'd like to make a donation to the READY SET RIO campaign, please contact Dianne Hilliard at dhilliard@olympic.ca or (416) 324-5028.

NEXT GENERATION ATHLETE

Kieanna Stephens

Kieanna Stephens needed her coach's permission to miss a hockey game to attend the RBC Training Ground combine in Vancouver, B.C.

"You're going to win," he said.

Kieanna laughed it off. The 16-year-old from Surrey, B.C. was excited to see how she stacked up against other young athletes in her city and was hoping to maybe finish in the top 10 to unlock some funds for her athletic pursuits. But winning? Not a chance.

"I thought they had the wrong person," she laughs. "I honestly couldn't believe it. It's taken me a long time to process the experience, but I'm so grateful for it."

The RBC Training Ground program has three phases; the first being the talent combines. During phase two, coaches and high performance directors analyze the data from the combines, and select the promising young talent that they'd like to learn more about. Phase three is sport-specific testing - essentially a try-out with an end-goal of enrolling in a national next generation development program.

Kieanna's combine results were so impressive that she elicited interest from coaches representing four different national sport organizations - canoe/kayak, cycling, rugby and rowing - but ultimately decided that rowing was the best fit. She's now six weeks into an intensive rowing development program.

"Right now I'm rowing four times per week, and playing hockey twice. Once I'm done school [Kieanna is in grade 10], I'll be rowing six days per week."

Kieanna's fitness as an ice hockey player is complimentary to her foray into rowing.

"The dryland training is actually quite similar, but the focus on cardio is a bit different. Hockey is all about quick bursts of speed, but rowing is about speed at a constant rate," says Kieanna. "You need great arm and leg strength for both. Since starting to row, my hockey shot has gotten harder."

Her skills on the water are progressing as well. Financial support through the RBC next generation program are helping to cover private lessons.



Above & Left
Kieanna Stephens
at the Vancouver
combine.

© Todd Duncan Studios

"Right now I'm mostly focusing on form and technique and trying to develop good habits. We are starting to build up my speed."

Kieanna has a lot to look forward to this summer. She plans to compete at the Midsummer Madness Regatta on Burnaby Lake in July - it'll be her first race. In August, Kieanna, alongside the three other RBC Training Ground combine winners, will make the journey to Brazil for an Olympic familiarization trip.

"I am so excited for Rio! I can't stop thinking about going to South America to watch incredible athletes perform live. I can't wait to see them compete, and hopefully meet them," says Kieanna.

She hopes the trip will continue to fuel her drive to be an Olympic athlete - whether it be on the ice or out on the water.

RIO 2016



CANADA'S OLYMPIC NETWORK

Enjoy CBC's Rio 2016 coverage starting August 3 and then daily from August 5-21

Don't miss a minute of the action with CBC's app for Rio 2016 and the cbc.ca/olympics website

Schedule (all times eastern)

Date	Time	Event
August 3	1:30pm	Pre-show
	2pm	Canada vs Australia Women's Soccer
August 5 Opening Ceremony	6:30pm	Pre-show hosted by Scott Russell and Peter Mansbridge
	7pm	Opening Ceremony
August 6-21	7am-Noon	Olympic Games Morning hosted by Ron MacLean
	Noon-6pm	Olympic Games Afternoon hosted by David Amber and Andi Petrillo
	6pm-1am	Olympic Games Primetime hosted by Scott Russell
August 21 Closing Ceremony	6pm	Pre-show
	7pm	Closing Ceremony

Visit cbc.ca/olympics for live streaming, news, schedules and results.

Download CBC's App for Rio 2016 (available on Android and iOS devices).

Watch live video, on-demand highlights, and get the latest results with the new CBC Rio 2016 app. Catch the fever and follow Team Canada's quest for the podium, Aug. 5-21.

cbc.ca/olympics
#cbcolympics



DONOR PROFILE

Magali Harvey

Magali Harvey is a winger and one of the top rugby players in the world; she made her debut with the Canadian Women's national team in 2011. Since then she's won a silver medal at the 2013 Women's Rugby World Cup Sevens, helped Canada finish second at the 2014 Women's Rugby World Cup and claimed gold at the Toronto 2015 Pan Am Games.

She's also a donor to the Canadian Olympic Foundation (COF).

Through the Athlete Excellence Fund, the Canadian Olympic Committee recognizes podium performances with financial rewards to athletes when they achieve at the Olympic Games or world championship events. Thanks to the recent wave of success for the Canadian women's rugby team, Magali had the opportunity and has chosen to donate a portion of her winnings back to sport through the COF.

Giving back to sport is important for Magali to continue the support for current and future high-performance athletes.

"I wanted to give back what was given to me, the money that I receive through the Athlete Excellence

Fund shows that the organizations believes in me. And because they believe in me, I want to show that I believe in them too. I really do believe in the Foundation and what it stands for, and I want to be part of it," says Magali.

The COF grants funds to programs like the women's rugby high-performance training centre in Victoria, B.C.

Rugby sevens is new to the Olympic Games and Magali believes this international stage is an incredible opportunity for the world to fall in love with her sport. The opportunity to showcase rugby to a global audience is part of what motivates Magali and her teammates.

"Everyone pushes each other so hard every day, to the point where I don't think I'd be able to push myself as hard as I do without my teammates by my side."

Magali's contribution is a wonderful example of current athletes supporting the next generation and giving back to the same system that helped them develop their skills. Thank you Magali!



Left
Magali Harvey celebrates Toronto 2015 victory with teammates.

Above
Magali at the TO2015 gold medal final.

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