

STRIVE

*Penny
Oleksiak*

OUR NEW OLYMPIC STAR

BEHIND THE
SCENES AT
RIO 2016



HBC RED MITTENS
BACK IN ACTION



FOUNDATION
FONDATION



MESSAGE FROM THE CANADIAN OLYMPIC FOUNDATION

Curt Harnett, Rio 2016 Team Canada Chef de Mission

This summer, our athletes demonstrated that they were one of the best teams that Canada has ever sent to any Olympic Games. Our 22 medals in Rio earned us a top ten finish in the medal table. Team Canada put an end to a 20-year medal drought for women in the pool and captured six medals in athletics. Canada's Opening Ceremony flag bearer Rosie MacLennan took the top spot in women's trampoline and became the first Canadian summer athlete to successfully defend an individual gold medal. Andre De Grasse became the first Canadian to win medals in three sprint events at one Games. High jumper Derek Drouin also made history when he became the first Canadian in 84 years to win Olympic gold in a field event. 16-year-old swimming phenom Penny Oleksiak captured the heart of a nation as she authored the best-ever Canadian performance by a summer athlete and carried our flag into the Closing Ceremony.

Though we frequently gauge success by medal count, there were 32 Canadian best-ever Olympic placements achieved and every single one of our 313 athletes represented Canada with pride and grace. For many of them, funding was needed to leap past obstacles and reach new heights of achievement. As a Canadian Olympic Foundation donor, you are part of the system that feeds this Canadian Olympic success. But, there's always more work to be done, and together we can forge a clear path for proud Canadians to reach the podium in the future.

This was a truly remarkable team and a remarkable Games for Canada, and it was an honour and a pleasure to lead this group as the Chef de Mission. On behalf of the Canadian Olympic Foundation, and our Olympic athletes – present and future – I thank you for your support.

Curt Harnett

Rio 2016 & Toronto 2015 Pan Am Games Team Canada Chef de Mission, Four-time Olympian, three-time Olympic medallist

P.s. Do you have a favourite Canadian moment from the Rio 2016 Olympic Games? Please share it with us at foundation@olympic.ca.

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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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Penny

Oleksiak

OLYMPIAN PROFILE

Penny Oleksiak became Canada’s most decorated summer Olympian of all time at Rio 2016 when she won four medals, including a gold, and broke an Olympic record. Her incredible performance thrust her into historic territory and as a result she was named Canada’s Closing Ceremony flag bearer – the youngest ever.

Penny’s accomplishments in Rio are even more impressive when you consider that she failed to qualify for Canada’s senior squad for the Toronto 2015 Pan Am Games one year earlier. Not to be discouraged, Penny instead attended the FINA World Junior Swimming Championships in Singapore and collected six medals. For Swimming Canada’s Olympic Head Coach Ben Titley it was an important indicator of future success. Titley had discovered the young Toronto native when she was only 13 and a podium regular at local age group events with the Toronto Swim Club (TSC). By age 14, Penny was a national age group champion and ranked in the top 10 among the junior swimmers in the world.

Based on her age and results, Penny was tracking toward competing in Tokyo in 2020. But after setting two Canadian records and two World Junior records in front of a hometown crowd at the Canadian Olympic and Para-swimming Trials this past April, she wrote her own ticket to Rio.

“I didn’t really have huge expectations going into the Olympics,” says Penny. “My coach just told me to go out and have fun – which I think helped me relax and perform.”

The 16-year-old superstar trains full-time with Titley at Swimming Canada’s High Performance Centre (HPC) – Ontario, spending 25 hours per week in the pool in addition to dryland workouts, attending high school, and a variety of public, media and charity appearances.

The HPC has helped Penny broaden and enhance her training over the last two years. Like many high-performance athletes, she benefits from being able to leverage additional services like cross-training, massage therapy, biomechanics and nutrition. This infusion of expertise couldn’t have come at a better time as Penny encountered challenges with her rapidly changing body.

The world-class staff at the HPC had to get creative to compensate as Penny quickly grew to 6-foot-2.

“It helps to be long in the pool; every extra inch helps. But it has also been hard keeping technique when my body keeps changing. I started butterfly two years ago when my arms got longer and I lost the feel for backstroke.”

Massage therapy and physio services helped her body acclimate.

“I have everything I need at the Centre. The facilities and everything are there and all the physio I need and nutrition that supports that.”

The HPC has also helped Penny manage a number of injuries including a broken toe, concussion and fractured elbow – which could have spelled the demise of her six-medal performance in Singapore.

“Fortunately the HPC-Ontario biomechanist (Ryan Atkison) recommended an alternative approach to treatment,” says Penny’s mom Alison. “I think having access to those resources gave Penny the confidence she needed to compete with the best swimmers during an interrupted period in her training.”

Though many factors played into Penny’s record-breaking performance at Rio 2016, two things are clear: she was proud to represent Canada, and is determined to continue surprising us.



Top
Penny holds her gold medal after winning the women’s 100m freestyle at Rio 2016.

Above
Penny Oleksiak carries the Canadian flag into the Rio 2016 Closing Ceremony.

© Jason Ransom



Olympic Day 2016 sets participation record

Left
Students test out a bobsled at Olympic Day in Richmond, B.C.

Right
Olympian Eric Mitchell enjoys Olympic Day in St. John's Newfoundland.

Matt Brouwer
Paul Daly

2016 was a record-breaking year for Canadian participation in Olympic Day with over 40,000 students from grades two to 12 participating in more than 130 sporting events. To get communities excited about Rio 2016, 70 of Canada's top athletes and 40 organizations joined the fun during the months of May and June before the Opening Ceremony on August 5.

Olympic Day is a chance to engage participants, especially kids, in Olympic sports like fencing, golf, gymnastics and judo. Nine-year-old Maverick participated in celebrations in St. John's; he said, "The experience was awesome! I met a lot of people, learned new sports, I had a lot of fun. I want to go to the Olympics."

The event is also an opportunity to look at the positive contribution of sport on global social issues affecting local and international communities. Luce Mongrain, director of sport programs at the Académie Estacades, said her students' eyes "were shining when they arrived back at the school. And the teachers were just as excited!" after the school participated in Montreal's celebrations at historic Olympic Stadium.

Different sport organizations can promote and showcase their sports on the holiday with the support of supervisors and high-performance athletes. Igor Gantsevich, the president of Dynamo Fencing Club, says, "Not every day you have an opportunity in any sport to captivate nearly 4,000 school children in a

span of 4 hours."

Active and retired Canadian Olympic athletes also add excitement to Olympic Day festivities. Evan Dunfee, who placed fourth in Men's 50km Race Walk at Rio 2016, joined celebrations in British Columbia. "The Olympic Day festivities at the Richmond Olympic Oval were the first glimpse I got at the amazing community I would soon be joining. Seeing Olympians retired and active come together to engage with the community was a special moment for me as it opened my eyes to the positive influence we can have, especially on youth."

From students and professors to athletes and members of the community, Olympic Day celebrations are an occasion to reflect on what the Olympic Movement means to each individual. Dunfee says, "Watching kids become empowered trying their hands at sports they barely knew existed was further proof of the power of sport. Seeing so many kids from my community revel in the opportunity to play and be active brought a huge smile to my face and made my day at the Oval truly memorable."

Though the holiday is held annually on June 23, the Olympics can be celebrated at any time; check out Olympic.ca/education for all Olympic Day resources and learn how you can bring the Olympic Movement to your community.

Behind The Scenes

WITH A TEAM CANADA MEDIA ATTACHÉ



What it was like to manage media interest in athletes like gold medallist Erica Wiebe.

Patrick Kenny has been participating in Games missions since 2005 and travelling with Team Canada as a media attaché to competitions like the Commonwealth Games and Pan Am Games since 2009. As long-time director of marketing and communications for Canada Games, his dream was to work an Olympic Games, and he finally got the chance at Rio 2016.

He was assigned to the wrestling and field hockey teams. His past experience prepared him well, as he found that 80 percent of the 2016 Games were translatable to other international multi-sport competitions in elements like security, transportation and accommodations.

However, the remaining 20 percent of the Rio 2016 Games were wildly different, Patrick says. “It is larger and completely different from a scale and scope perspective, because there’s nothing like the Olympic Games in terms of the spotlight and the attention and awareness.”

As a Team Canada media attaché, Patrick’s role is to “bridge that gap between all of that media interest

and the athletes themselves to take away the distraction that might take their eye off of their goals in terms of performance, and also to make sure that we’re servicing the media in the right way.”

On an average day, he would sleep from midnight to 6 a.m., then head to the sports venue. When an athlete was finished for the day, Patrick would schedule interviews with different media outlets, servicing the rights holders first as they paid to cover Rio 2016. “But, we also focus on the ones that aren’t able to pay that amount but where we still want athletes to get as much exposure as possible based on their performance and the hard work they’ve put in.”

Patrick had one day in Rio that was far from typical when Erica Wiebe won the gold medal in women’s 75kg wrestling. “As she progressed through the rounds, I would constantly get new calls from people who wanted updates and as she kept going and kept progressing and was making it right to the finals the interest got higher and more intense.”

After Erica won gold, she entered what media attachés call the ‘car

wash.’ “They have to go through the in-venue responsibilities which include the mixed zone, press conferences at the venue, other interviews that are on-site for the rights holders, CBC as an example. And then after they get out of doping, it is just a steady stream of media interest.”

For a couple days after the win, Patrick’s schedule revolved around getting the media their interviews while ensuring Erica still got her required food, sleep and time with family. He increased efficiency by scheduling call-in radio interviews while Erica was in the car heading to other in-studio interviews.

“She had everything from Entertainment Tonight Canada to *People* magazine to CBC, *Globe and Mail*, *National Post* and a lot of hometown and training site media. It’s a great opportunity for those athletes to celebrate not only with their sport, coaches and family but with the entire country that has supported them.”



Top
Patrick Kenny with wrestler and gold medalist Erica Wiebe at Rio 2016.

Above
Gold medalist Erica Wiebe is interviewed post-win.

DELOITTE ENCOURAGES EMPLOYEES TO

Live Like a Champ



With the Rio 2016 Games behind us, Canadians have many reasons to be proud. The 313 members of Team Canada put up a memorable and historic performance and represented our country with the utmost dignity. Our 22 medals (four gold) placed Canada in the top 10 of the final medal table, which was a significant improvement from our total 18 medals (one gold) in London in 2012.

However, a medal finish comes at a substantial financial cost that for some athletes is too great to bear and forces a premature end to their bright futures. It takes a country to build an Olympian, and Canadians must do more than cheer from the sidelines to ensure our nation's Olympic future is bright.

One of our partners, Deloitte, recently launched Help Build an Olympian: The Live Like a Champ Challenge; a fundraising campaign open to the company's employees with the COF as the beneficiary. The campaign ran from August 5-21, and at close raised a total of \$350,000 that will be granted through the COF to our Canadian high performance athletes to help cover expenses like equipment, coaching and nutrition.

"Deloitte is proud to support Canada's future Olympians, and we encourage all Canadians to play a role in ensuring our country's future success at the Games," said Duncan Sinclair, Vice Chair, Deloitte Canada. "Our athletes inspire us all to pursue excellence and to be our best selves. What's exciting about Help Build an Olympian is that it provides each of us a simple, yet impactful, way to show our appreciation and support."

It has never been more expensive, time-consuming or competitive to be an Olympic athlete, and we must increase the funding pool to sustain the success seen in Rio. The men and women who embark on this life journey are more than athletes; they're nation builders who bring us all a little closer together.

As the 313 athletes of Team Canada joined over 10,000 athletes from more than 200 nations in Rio to compete for us, Canadians and the business world rallied behind them; now, we need to focus on contributing financial resources to programs that support the dreams of our future Olympians. Canada's presence on the podiums in PyeongChang 2018, Tokyo 2020, Beijing 2022, and beyond depend on it.

Hudson's Bay Red Mittens



If you were one of the millions of Canadians who tuned in to watch the Closing Ceremony of the Rio 2016 Olympic Games, you noticed that Team Canada was sporting an extra accessory as they marched into Maracanã stadium. The iconic Hudson's Bay Red Mittens made an appearance on the hands of our Rio Olympians – a fitting nod to the program that has raised over \$29 million for Canadian athletes since 2008.

“Initiatives, like the Red Mittens, that directly support our athletes with funds to achieve their dreams, continue to be an initiative that we're proud to stand behind,” says Liz Rodbell, President, Hudson's Bay. “They are a symbol of Canadian pride and a way to show support for our athletes. It was a thrill to see Team Canada wearing the nation's colours from head to toe to hands, at the Closing Ceremonies celebrating a successful Games.”

Funds raised from the Red Mittens help provide Canadian Olympians and next generation athletes with access to elite coaching, equipment, sport medicine, nutrition and other high-performance resources that make up a world-class daily training environment. This impact was amplified in 2016 when the COF and HBC Foundation launched the HBC Athlete Bursary Program. The program awarded 50 athletes with \$10,000 of sustainable, annual funding over the next five years. Athletes are free to use the funds towards training and development or to offset personal expenses, like rent or transportation, that can be challenging when their athletic careers don't leave time for paid employment.

Twenty-six bursary athletes competed in Rio and saw the positive impact that increased funding had on their performance.

Some athletes, like first-time Olympian Chaim Schalk, used the bursary to cover travel and competition costs. “This year has been so much easier for me in the sense that I could just focus on competing and getting better every day, while not worrying so much about expenses such as flights, accommodation, coaching expenses, et cetera. All of my flights travelling around the world and many of my coaching expenses have been covered through 2016. I feel more supported now so much more than ever before.”

Toronto 2015 breakout swimming sensation Emily Overholt used the funds to focus on her nutrition in the lead-up to Rio. “With the funds provided by HBC, I have been able to maintain a healthy diet to allow me to perform at the highest level. Groceries are one of my biggest expenses and with HBC's support, I have been able to reach my dietary goals on a weekly basis.”

Melissa Bishop finished in fourth place at Rio 2016, but did it under the supportive eye of her long-time personal coach. “This fund has helped me bring my coach with me to training camps and races overseas. Prior to this, this was all out of pocket for him to travel with me. It's been essential that he be with me on the track during all practice sessions while away at training camp, and that he be with me for key races. It's been a really big help, but as well, a comfort factor - having my coach with me on the track, knowing he is sitting somewhere as a spectator at a race, makes me a little more comfortable when we are not at home.”

The Red Mittens continue to be a coveted collectable that makes a colourful and useful gift, while supporting a great cause. The mittens will retail for \$15 and \$3.90 of the sale will go towards the Canadian Olympic Foundation. Get yours today!



Top
The Hudson's Bay Red Mitten make their debut at the Rio 2016 Closing Ceremony

Above
Bronze medallist Roseline Filion shows off her Red Mittens.

© Jason Ransom

Where the Money Goes



Above
Canada's women's rugby sevens squad celebrate their first-ever Olympic bronze medal at Rio 2016.

Mark Blinch

At Rio 2016, Team Canada achieved its best result in two decades, placing tenth in the medal standings. Your donations, allocated by the Own the Podium program, helped our Olympians reach the podium as many needed funding to be able to train and compete, and our next generation (NextGen) athletes will benefit from your support leading up to Tokyo 2020.

Swimming Canada received a donation of \$554,000 that was directed towards three main areas: technical leadership, programming and athlete development. Most importantly, the investment allowed Swimming Canada to hire a best-in-class High Performance Director as well as maintain a world-class staff of coaches who trained our Olympic athletes at the Swimming Canada National Training Centres.

Those funds propelled 16-year-old superstar Penny Oleksiak and several of her swimming teammates to medal finishes. Thanks to those coaches, Canada's swimmers also improved at the World Championships, and this legacy of success will continue as our NextGen athletes prepare for future Olympic Games.

Athletics Canada received a donation of \$410,000 to prepare for the Rio 2016 Olympic Games, which resulted in iconic moments such as Derek Drouin's gold-medal High Jump, Brienne Theisen-Eaton's bronze medal in the Heptathlon, Damian Warner's bronze in the Decathlon and Andre De Grasse's three sprinting medals.

The Women's Rugby Sevens team also made history at Rio 2016 as the event made its Olympic debut and

Team Canada won bronze. The team benefited from the \$160,000 received from the COF, as Rugby Canada was able to purchase the necessary equipment and pay for medical and coaching needs.

Both Athletics Canada and Rugby Canada used part of their donations toward improving NextGen programs. Athletics Canada hired a dedicated relay coach and improved high-performance training environments, which will continue to pave the way for international competition success. Rugby Canada was also able to bring on coaching staff to advance programs like talent identification camps.

Cycling Canada received a \$350,000 donation that went to three areas: Women's Mountain Bike, Women's Track Endurance and Men's BMX. This support enabled the hiring of world-leading coaches, enhancements to daily performance environments, and giving the athletes access to cutting-edge equipment and technology, offering them the ability to set new international benchmarks.

In addition to supporting summer sport success at Rio 2016 and future Olympic Games, Own the Podium-directed donations will help our winter athletes prepare for PyeongChang 2018. Keep an eye out for our short-track speed skaters during the World Championships this November in Calgary, as Speed Skating Canada (Short Track) has applied \$150,000 in donations to supporting World Cup competition performances.

NEXT GENERATION ATHLETE

The rise of Pierce Lepage

Since decathlete Pierce Lepage won the Toronto RBC Training Ground combine in March, his training has changed dramatically. He now has a mentor, the funding needed to attend international competitions, and even went to Rio 2016.

“RBC Training Ground opened so many opportunities that I’m so grateful to participate in,” says the six-foot-seven 20-year-old. “The first thing was meeting my mentor, sprinter Sam Effah. Since RBC we’ve talked about a lot of things and he’s really guided me to strive to be better.”

Improving is one of Pierce’s strengths. He narrowly missed qualifying for the Rio 2016 Olympic Games; when he and the three other winners of RBC Training Ground flew to Rio and watched some track and field events, Pierce felt bittersweet.

“At first I was like, ‘man I could be here right now.’ But once I got inside and saw all the events that were going I really enjoyed watching. It makes you want to push more and achieve that goal and get there, and instead of watching, actually doing it.”

Pierce is accustomed to competing against six decathletes with 10 spectators, normally the parents of the athletes. In September, he participated in his biggest decathlon to date in Talence, France, thanks to the funding he received from winning RBC Training Ground.

“In Talence it was 12 Olympians, 18 total decathletes and at least 600 people there. At first I was like ‘dang, that’s really overwhelming,’ but once you start competing you realize they’re all cheering for you, and it’s super nice.”



He went into the competition not expecting to win. “I was a little bit nervous because I knew there were really good athletes there, people who went to the Olympics a month before and I didn’t know what to expect. But all the guys were really nice and after competing with them and talking to them, I realized I’m not that different from them.”

After eight events, Pierce was in the lead. Unfortunately, the final two were his weaknesses – javelin and the 1500 m – and he finished third. But Pierce is proud of his accomplishment as he proved himself on the world stage and finally broke the 8,000-point threshold.

“In the future I can hopefully compete with them like I did in Talence and get a higher score. Without [the funding] from RBC I wouldn’t have had the opportunity to go to France and do well; I wouldn’t have this mindset now. I’m super grateful for what RBC Training Ground has done for me and I’m sure it’ll help many athletes in the future.”



Top
Pierce runs the 40-metre sprint at the Toronto RBC Training Ground combine in March 2016.

Above
Pierce announced as Toronto’s RBC Training Ground champion, March 2016.

📷 Mike Palmer

Former Team
Canada paddler
creates fitness
challenge in
support of COF

DONOR PROFILE

Andrew Russell

Right
Andrew doing
the shuttle run at
FANFIT Toronto
2016.

Andrew Laho 

At the Beijing 2008 Olympic Games, paddler Andrew Russell waited four hours in a stadium near the Crow's Nest to walk behind the Canadian flag into the Opening Ceremony with the 333 other proud, red and white-clad athletes on Team Canada.

Finally, "We walked through an electric crowd, and there were rows and rows of people snapping pictures. Eventually you went down a tunnel as you came into the Crow's Nest," he recalls.

What happened next is what Andrew calls his 'craziest moment in sports.' "One of our teammates started screaming 'O Canada' super loud; it was really off pitch, but it was awesome. Then the whole team joined in right away, and it was truly magical. Goosebumps. That made it all ridiculously real at that moment."

A native of Dartmouth, N.S., Andrew took the road less-travelled to the Olympic Games. After spending three years away from canoeing due to injury, in 2005 he decided to dedicate one more year to training to see if he could make the Beijing 2008 team. He didn't want to have any 'what ifs' about being able to represent Canada on the world stage. With a lot



of hard work and support from the Canadian Sport Centre Atlantic, he made it to the Olympic Games.

"The experience of constantly moving past little hurdles to become elite-level in the paddling world shaped my perspective and optimism to always feel like it's worthwhile to take on challenges and surprise yourself."

That mindset stuck even after his Olympic career was complete. In 2013, Andrew had an idea to create an event where every-day Canadians could test their abilities against Olympic-calibre athletes.

"I thought there was a big gap where regular Canadians were missing the athleticism and the awesomeness of how [Olympic] athletes train and compete on a daily level."

Andrew planned FANFIT; a live competition where Canadians can register and complete the same series of athletic testing events as high-performance athletes – such as the five-minute plank and agility tests.

"Our event lets everyone take on tests that would be done by the highest level Olympians; it's like a Team Canada tryout in a day."



“It’s an unwritten rule that every event is as inclusive as possible.”

Through his relationship with the Canadian Sport Centre Atlantic, he was able to add a layer of competition: those completing the challenge go head-to-head with some of Canada’s top high-performance and Olympic athletes at the venue. The first FANFIT took place in Halifax in 2014, and has since expanded to Toronto.

In 2015, FANFIT second year, Andrew named the COF as the charitable beneficiary. “I wanted our event to align closer with the Olympic movement.” Since 2015, FANFIT has raised over \$50,000 to help fund future Canadian Olympians.

[competitors] inspired to embrace challenge and their fitness and connect with our great athletes in a different way.”

Though supporting Canada’s future Olympians is a major goal of FANFIT, he says the competition aims to motivate all Canadians. “It’s an unwritten rule that every event is as inclusive as possible. All the events can be done by anyone who’s healthy enough to exercise. You might not beat an Olympian,” he laughs, “but you can compete alongside them.”

Above
Andrew Russell (right) high-fives a contestant at FANFIT Toronto 2016.

Andrew Laho

“I would love to see it grow right across Canada and generate incredible amounts of support for deserving young athletes.”


This year, long-time COF partner RBC is joining FANFIT as title sponsor, and Andrew has big plans for the event in the future. “I would love to see it grow right across Canada and generate incredible amounts of support for deserving young athletes. I’d love to see

Upcoming competitions

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



Right
Tessa Virtue and Scott Moir finish their silver-medal performance at Sochi 2014.

Winston Chow 

DATES	SPORT	TITLE	CATEGORY	LOCATION
October 20–30	Equestrian Jumping	Equestrian Jumping World Cup	World Cup	Calgary, AB
October 28–30	Figure Skating	Figure Skating Grand Prix	World Cup	Mississauga, ON
November 4–6	Speed Skating	International Skating Union (ISU) World Cup Short Track	World Cup	Calgary, AB
November 7–11	Equestrian Jumping	Equestrian Jumping World Cup	World Cup	Toronto, ON
November 26–27	Alpine Skiing	Lake Louise Winterstart Men's Alpine World Cup	World Cup	Lake Louise, AB
December 1	Cross Country Skiing	Cross Country Ski FIS World Cup	World Cup	Canmore, AB/Whistler, BC
December 1–3	Alpine Skiing	Lake Louise Winterstart Ladies Alpine World Cup	World Cup	Lake Louise, AB
December 2–3	Bobsleigh and Skeleton	Bobsleigh and Skeleton World Cup	World Cup	Whistler, BC
December 6–11	Swimming (25 m)	FINA World Swimming Championships	World Cup	Windsor, ON



**Celebrating
Our Olympians
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So Good!**



2016

Edmonton – Thursday, October 20
St. John's – Friday, October 21
Halifax – Thursday, October 27
Regina – Friday, October 28
Saskatoon – Saturday, October 29
Calgary – Wednesday, November 2
Toronto – Thursday, November 3
Ottawa – Monday, November 7
Winnipeg – Wednesday, November 9
Victoria – Thursday, November 17



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