

# STRIKE

IN THE  
CLASSROOM:  
MIND, BODY  
AND THE  
OLYMPIC  
SPIRIT

# SUCCESS *in* SOCHI

BEHIND  
THE SCENES:  
WORKING  
AT THE  
GAMES

**CANADIANS  
SUPPORT  
THE CANADIAN  
OLYMPIC TEAM**



FOUNDATION  
FONDATION



## FROM OUR EXECUTIVE DIRECTOR

The Canadian Olympic Team performed amazing feats at the Olympic Winter Games in Sochi. Every day they inspired us with their triumphs and athletic achievements, moved us with their stories and embodied the Canadian spirit.

The media was full of stories of kind Canadians. And rightly so! From a teammate giving up his race spot for the good of the Team, to a coach who replaced a ski for a racer of a different country so that he could “finish his race with dignity”, the unforgettable images of Alex Bilodeau with his brother, or the Dufour-Lapointe sisters holding hands on the podium. It is more than medals that make us proud of our Olympians at the Games.

I was honoured to represent the Canadian Olympic Foundation in Sochi. Every single person on the Team – coaches, officials, technicians, staff and assistants – were dedicated to creating an optimal environment for our athletes. The training environment before and after the Games is also of vital importance, as that is where our athletes train and prepare when they are not in the international spotlight.

And that is the crux of what the Canadian Olympic Foundation supports: high performance athletes and the next generation of athletes who are not in the spotlight or household names. Yet. But these athletes are working incredibly hard with the hopes to represent Canada, to represent you and I, with dignity and grace on the international stage and in their community. You, our donors, are a vital part of supporting the athletes’ journey and for that we thank you.

Please enjoy this latest edition of our newsletter. And 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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# mind, body & Olympic spirit

As the excitement of the Sochi 2014 Olympic Winter Games spread through schools and families from coast to coast to coast, the Education team at the Canadian Olympic Committee (COC) launched a digital campaign to engage fans in the Olympic Movement. The creation of an online photo/video blog ([http://live.olympic.ca/Event/GO\\_CANADA\\_Youth\\_Cheer\\_on\\_Canadian\\_Athletes](http://live.olympic.ca/Event/GO_CANADA_Youth_Cheer_on_Canadian_Athletes)) allowed classes and families to show off their support for the Canadian Olympic Team while interacting with other fans across the country. Many classes chose to make use of the Canadian Olympic School Program's (COSP) Sochi 2014 classroom resources to create fan displays showcasing their favourite athletes, while others wrote letters of encouragement to Canadian Olympians. In addition, the new COC Education

Twitter account (@OlympicEDU) has facilitated efficient online communication with schools across the country, providing instant troubleshooting and feedback for the COSP.

On January 15, the COC launched their new set of educational resources for 2014. Building off the strengths and success of past years, the new set of resources emphasizes mental and physical fitness as well as fun. Staying with the online focus, a brand-new social media module rounded out this year's program, with input from influential Canadian Olympians as well digital media experts. In September a whole new set of resources will be released. **To learn more about the Canadian Olympic School Program, please visit [olympic.ca/education](http://olympic.ca/education).**



“...the new set of resources emphasizes mental and physical fitness as well as fun.”

**Left**  
Students from Marie-Assomption de Guigues in Témiscamingue, Quebec show their spirit.

**Top**  
Olympic artwork at École À l'Orée-du-Bois in St-Lazare, Quebec.

**Bottom**  
Bill Crothers Secondary School students in Unionville, Ontario, work together to show their Olympic spirit.

Her path has been nothing less than inspiring: she trains with instinctive vigour and an obvious love for her sport.



**Above**  
Anne-Marie Comeau.

**Right**  
Anne-Marie Comeau in competition.  
Yann Filypare



## ATHLETE PROFILE

# Anne-Marie Comeau

Cross-country skiing was embraced very early in the Comeau family. Anne-Marie and her two brothers have been enjoying this activity since a very young age; but it was the youngest sibling who really caught the sliding bug. Not only has the 17-year old resident of Saint-Ferréol-les-Neiges, close to Mont Ste-Anne, racked up the honours over the past few years in cross-country skiing, but as well in running. A Canadian track and field record holder at the age of 15, Anne-Marie insists that her desire to perform is driven more by the need to push herself to new heights rather than by the honours and awards. Her path has been nothing less than inspiring: she trains with instinctive vigour and an obvious love for her sport. When she explains that she would never be seen playing a sport surrounded by four walls, it is understood that she appreciates all the facets of living the life of an athlete. Although running allows her to compete against herself and challenge her physical abilities in the summer, she goes through her cross-country skiing training regimen indoors at the Centre d'entraînement national Pierre Harvey (CENPH). Sometimes referred to as a "Factory of Champions", the centre is the perfect place for a budding athlete like Anne-Marie, since it's an opportunity for her to rub shoulders with the finest of coaches and elite athletes.

This young female athlete talks about how she enjoys watching the path followed by other athletes like Alex Harvey, whose devotion she finds impressive, and Marie-Hélène Prémont, who has a great attitude. Although she still has a ways to go before hoping to compete at the Olympics, she is nonetheless confident that the team around her at the CNEPH will be very supportive of her. Despite the praise, Anne-Marie is not rushing things and is focussed on the next steps needed before even pondering her Olympic dream. Her goal is to do her best at the world championships over the next few years in order to gain experience in competing internationally. Through the support of family and sponsors, she continues to train at a high pace without regular financial support. The cross-country skier shows amazing discipline and manages to strike a nice balance between her studies at Cégep and her high-impact training routine, in addition to completing on her own the many scholarship applications required to play an amateur sport that involves competing in events around the world. As intense as she is, Anne-Marie admits that she is living the life of her dreams. This is an athlete who will be an inspiration to many others...



**Left**  
Julie stands beneath the Olympic Rings in Sochi, Russia.

**Below**  
Julie with Komak, the official mascot of the Canadian Olympic Team.

Julie Pessa Capozzi,  
Campaign and Donors  
Relations Manager

Jaime-Lee Patrick



# Sochi up close

I was fortunate enough to be selected as part of the Canadian Olympic Committee's Mission Team, as corporate support staff. There is a huge team that works behind the scenes making sure our athletes have everything they need to focus on their competition. We work around the clock taking care of all the details so they don't have to worry about anything. We help their families navigate the Games, take care of our sport executives, greet people at the airport and help them understand the transit system, liaise with media, conduct interviews, take pictures, and the list goes on. The support staff arrives over a week before the Games begin and stay a day or two after Games end, and our goal is to provide an easy seamless experience for our athletes, coaches and their families.

My greatest worry before leaving Canada was safety, as the news was dominated by the topic prior to the start of the Games. Thankfully, the organizers did a great job of ensuring these Games were safe for all participants, staff and spectators. Indeed, security was everywhere. There were checkpoints before entering the Olympic Park, at venue entrances, Olympic Village entrances and the airport arrivals area. Security cameras abounded. It felt safe but never suffocating.

When not at the airport picking up sport executives and guests, I was stationed at Canada Olympic House, which was located inside the Olympic Park. The purpose of the House is to provide a "home away from home" to our athletes and their families to come and spend some time together, enjoy some Canadian food, beer and company. It is the best place for athletes to meet with their families, as the athletes' village is off limits to everyone not directly involved with the Team, including parents of athletes! The support staff worked in an office but were able to join in the medal ceremonies, when athletes came to Canada House to be celebrated for their accomplishment in front of their loved ones. The Canadian Olympic Committee did a great job of recognizing the coaches and parents of the athletes, who are instrumental in supporting them through years of training and competitions to get them to this point.

I had the opportunity to see a few events including Figure Skating, both Long and Short Track Speed Skating and the Women's Gold Medal Hockey Game. It was an honour to be able to cheer on our Canadian athletes in person. I even had the privilege of watching the Figure Skating men's short program in the company of two of our Women's Hockey players, Brienne Jenner

and Lauriane Rougeau, who had been given tips by Patrick Chan on what to watch for, so they were teaching me the differences between various jumps and spins. It was both educational and entertaining!

Alongside my Games experience I had an excellent Russian experience. I am told that Sochi, being so far south in Russia, has gastronomic influences from many of its neighbouring countries as well as international influences from the tourism its known in the past. In fact, every restaurant I went to seemed to have a 30 page menu which included salads, pasta, pizza, kebabs, you name it. I only had borscht once the whole 4 weeks! I even learned to order a "margarita pizza and Greek salad, no onions" in Russian! (Yes, perhaps I did eat too much pizza....).

After 28 days in Russia I was certainly glad to return to Canada. Our lack of stray dogs, our wonderfully soft toilet paper and Canadians' ability to stand in line and politely wait their turn were welcome after my time in Sochi. I missed my family, friends and home but the memories I made at the 2014 Olympic Winter Games will stay with me forever. Go Canada Go!



# Support from coast to coast

The Canadian Olympic Team enters the Opening Ceremonies.

Mike Ridewood

The athletes hailed from **9** provinces AND **2** territories...

The Canadian Olympic Team at the Games in Sochi was the largest team yet with 222 athletes competing in 93 of the 98 medal competitions. The athletes hailed from nine provinces and two territories, including 46 medallists from previous Games. Female athletes made up 45% of the Team, which is a significant accomplishment considering that twenty years ago in Lillehammer, only 30% were women. The Sochi Games were marked by many family stories: including the three Freestyle Skiing Dufour-Lapointe sisters, and married speed skaters Jamie Gregg and Danielle Wotherspoon-Gregg.

Some are related to Olympians, or friends of Olympians. We have donors in every province and territory of Canada.

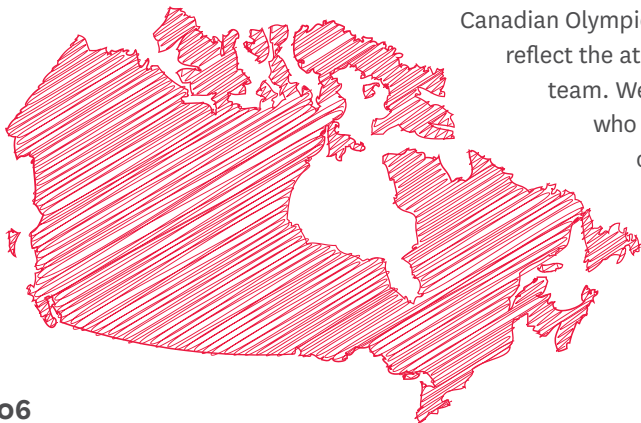
And we are all inspired by the athletes achievements at the Games.

It is this inspiration that the Canadian Olympic Foundation helps to fuel. Young athletes watching the Games are inspired to work and train harder in the hopes that they too will be able to represent Canada at future Olympic Games. They are our next generation of Olympians, and the Foundation is proud to support their journey.

As a Team, our Olympians make us proud. Proud to wave the flag, proud to sing O Canada, proud to see our athletes competing, and winning, amongst the best in the world. You, our donors, are an integral part of that Team. Each one of you contributed to our success in Sochi. Every donation will contribute to our success in Rio 2016, Pyeongchang 2018 and beyond.

Thank you!

In many ways the donors to the Canadian Olympic Foundation reflect the athletes on the team. We have donors who are families. Half of our donors are male and half are female. Some are themselves Olympians.





## The Celebration of Excellence 2014

Save the date

Now that the Sochi flame has been extinguished, it's time to get ready to celebrate our incredible Olympic heroes when they come to Calgary June 5th and 6th.

**June 4th:** Heroes Tour in Ottawa

**June 5th:** Heroes Tour in Calgary and Edmonton

**June 6th:** Heroes Parade and Olympic Hall of Fame Gala Dinner

#WEAREWINTER



**RBC**  
Supports  
Team  
Canada  
With More  
Than  
\$65,000 In  
Donations.



In celebration of the Sochi 2014 Olympic Winter Games, RBC Royal Bank introduced a limited edition Team Canada RBC Visa Gift Card. As part of RBC's continued commitment to supporting Canadian athletes, \$2 from the sale of every Team Canada RBC Visa Gift Card sold from December 1, 2013 to February 28, 2014 was being donated to the Canadian Olympic Foundation. The card, which featured an iconic image of the Women's Gold Medal winning ice hockey team from the Vancouver 2010 Olympic Winter Games was very popular with Canadian consumers and sports fans. A total of nearly \$67,000 will be donated to the Canadian Olympic Foundation as a result of this initiative.

The Canadian Olympic Foundation looks forward to creating innovative programs with all of our committed partners that provide substantial financial support to Canadian athletes.

# A little help from our friends

**Mondelez Canada**  
– Makers of OREO, DENTYNE, CADBURY & RITZ –  
Donates \$50,000

With every download of their Pride & Joy app during the Sochi 2014 Olympic Winter Games, Mondelez Canada pledged to donate \$1 to the Canadian Olympic Foundation. For the 5 weeks leading up to the Games, and during the Games themselves, the Pride & Joy app provided real-time notifications on Canadian medal moments as well as instant prize giveaways for app users. Prizes included a trip for 2 to the Gold Medal Hockey Games, HBC mittens, RBC Visa gift cards and a ton of Mondelez snacks. To advertise the app, Mondelez Canada put out 4 limited edition CHRISTIE Pride & Joy products and an entertaining commercial spot that was launched during the Opening Ceremony.

The Pride-o-Meter ran high, reaching 50,000 downloads just over a week into the Games on February 16th. Way to go Pride & Joy!





# Your donation at work



“The Olympics are different.” This is a phrase that is heard over and over again from the mouths of athletes, coaches, officials, sports experts and analysts.

The Olympic Games are the one time every four years that the world is watching. This world focus comes with added pressure: media interviews, cameras at every angle, large and boisterous crowds of spectators, family and friends in attendance, grandiose Opening Ceremony and, well, it’s the OLYMPIC GAMES!

The fact that the Olympic Games are different means that the preparation also needs to be different. Failure to prepare differently will most likely result in failure to perform well. Evidence of this is clear: reigning World Champions quite often don’t become Olympic Champions. While true that every race or competition is different from the last, the Olympic Games are unlike any other competition.

The Canadian Olympic Committee recognized this important difference some years ago and instituted the “Olympic Excellence Series.”

The primary goal of OES is to prepare athletes and staff for podium success by providing practical skills and strategies for the upcoming Olympic or Olympic Winter Games. The secondary objective is to inspire and motivate athletes, coaches, team leaders and media attachés, leaving everyone with a greater sense of confidence and drive in their quest for the podium.

To achieve these objectives, each OES brings potential medallists together with a high-profile group of successful Olympians and other guest speakers for a weekend of inspiration, motivation and team building. It includes workshops and seminars to help ready Olympic hopefuls for the intense atmosphere of Olympic competition.

Attendance at the OES is by invitation only. The COC works with National Sport Federations to compile a list of invitees, which include athletes in the top-five in the world, those who demonstrate the ability to be in the top-five at the next Olympic Games, Olympic coaches, sport leaders and technical directors, integrated

support team leaders, media communication managers, Olympic mission staff, and specialists.

No less important is the environment at the Games. Again, an optimal environment at the Games can have a huge impact on an athletes’ ability to perform well. Among other initiatives, Canadian athletes are provided with world class performance centres: to stay in shape and train before and between competitions. Well-trained medical staff ready to help. Dedicated staff and activities for athletes’ friends and family so the athletes do not need to “entertain” their family but can focus on training and competing. Media attachés who handle media interviews and schedules, again to avoid distracting athletes from their training.

A portion of the Canadian Olympic Foundation’s annual grants is earmarked to the Canadian Olympic Committee’s Olympic Excellence Series. That grant is possible because of you – our donors. Thank you for your support!

Athletes at the Olympic Excellence Series pose in front of the Vancouver Olympic Flame.

Mike Ridewood



# Upcoming competitions

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

DATES	SPORT	TITLE	CATEGORY	LOCATION
April 4-7, 2014	Alpine Skiing	Sport Chek Canadian Championship (Ski Cross)	Sr. National Championship/ Trials	Winnipeg, MB
April 11-13, 2014	Swimming	Waterpolo National Club Championship (Men)	World Cup / Grand Prix	Lake Louise, AB
May 1, 2014	Taekwondo	National Championships	World Cup / Grand Prix	Whistler, BC
May 16-19, 2014	Handball	Senior Canadian Championship	International Competition	Calgary, AB
May 17, 2014	Cycling	Grand Prix Cycliste de Gatineau (Women)	International Competition	Moncton, NB
May 17-19, 2014	Judo	Canadian Judo Championship	Sr. National Championship	Lake Louise, AB
May 17-18, 2014	Weightlifting	Canadian Senior Championship	Sr. National Championship/ Trials	Canmore, AB
May 26-31, 2014	Gymnastics	Canadian Championship (RG, WAG, MAG)	International Competition	Cape Breton, NS
May 30-June 1, 2014	Diving	Summer Senior Nationals	Sr. National Championship	Calgary, AB
June 1, 2014	Softball	Canadian Championships (Senior Men )	Continental Cup/ Championship	Whistler, BC
June 23-28, 2014	Badminton	Moncton Canadian International Challenge	World Cup / Grand Prix	Sainte-Adèle, QC
June 26-28, 2014	Cycling	Canadian Road Championships Elite	World Cup / Grand Prix	Calgary, AB
June 27-29, 2014	Athletics	Canadian Track & Field Championship	Sr. National Championship	Ottawa, ON



# DONOR PROFILE

## Lily Caplan

Ms. Caplan has been a monthly supporter of the Canadian Olympic Foundation since the Vancouver 2010 Olympic Winter Games, but she has been an Olympic fan for much longer! She has an Olympic coin collection and makes sure she gets a pair of the Red Mittens every year. One of her fondest Olympic memories is the Olympic Winter Games in Calgary in 1988, when her niece Christine Smith was a torchbearer. She is so proud that her niece had an opportunity to represent Canada and show her support for our athletes by carrying the torch. The Olympic Torch Relay is a longstanding Olympic tradition which

culminates in the lighting of the cauldron and signifying the opening of the Olympic Games. To be selected as a torchbearer is an honour and Ms. Caplan could not be more proud of her niece for her participation.

By becoming a monthly donor to the Canadian Olympic Foundation, Ms. Caplan felt that she too could show her support and commitment to Canada's athletes. She knows that our summer and winter athletes train year-round in order to sustain the level of performance they need to compete on the world stage. It takes a lot of hard work, dedication and endurance to be the best in the world and she is happy to play a part in their success. She believes that if everyone contributes what they can it adds up and makes a real difference in the lives and performance of our athletes. Thank you for your generous support Ms. Caplan!



**Above**  
Donor Lily Caplan /  
Bobsledder Kallie  
Humphries

© Sven Boecker

**There is so much more to the Olympic spirit than just winning medals**

“**T**here is so much more to the Olympic spirit than medals. As Baron de Coubertin himself once said: “The important thing in life is not to triumph but to compete.”

Perhaps as moving as any victory or loss at the XXII Winter Games this month was the moment when Canadian cross-country ski coach Justin Wadsworth helped Russian competitor Anton Gafarov with his broken ski. Well out of the race, Gafarov wanted only to finish before the home crowd, but his left ski had been destroyed in a crash.

Wadsworth brought him a spare ski and helped set him on track again so he could finish with “some dignity,” rather than having to walk across the finish. ”

“**H**igh-definition TV has made the Olympics even more personal, capturing single tears working down a skier’s cheek, showing the Swiss players dancing in sync on their bench after they scored their single goal against the powerful Canadian women. At one and the same moment, TV was able to show the women on the victorious Canadian women’s curling team high-fiving each other while, directly behind, the red-eyed and tearful Great Britain team members are hugging and comforting each other.

Words cannot show that; television can.

That the Olympics can profoundly inspire has never been in doubt. ”

Below we feature excerpts of an article by Roy MacGregor that appeared in The Globe and Mail on February 23, 2014. You can read the full article by clicking here [The Globe and Mail](#) ▶

“**A**ll these years later, the Sochi Games brought more smiles to both mankind and womankind. ”





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