

TORONTO 2015 PAN AM GAMES APPROACH



CANADA WINTER GAMES HEAD TO PRINCE GEORGE







HELP BUILD AN OLYMPIAN THIS HOLIDAY SEASON



FOUNDATION FONDATION



FROM OUR EXECUTIVE DIRECTOR

2015 has been declared the "Year of Sport" in Canada. This declaration by the Right Honourable David Johnston, Governor General of Canada, celebrates the important role of sport in our Canadian identity. It is an apt title, as in 2015 Canada hosts both the Canada Winter Games and the Pan Am Games.

While both events will see amazing competition from incredible Canadian athletes, the two events are very different. The Canada Winter Games are hosted on the west coast in beautiful Prince George, British Columbia, and will see fierce competition among Canada's finest young winter sport athletes, who are the next generation of Olympians. By contrast, the Pan Am Games will be hosted in multiple locations in and around Toronto, Ontario, featuring Canada's world-class athletes competing in summer sports.

Your donations are vital to both of these initiatives, as the Canadian Olympic Foundation grants funds to both the Canadian Team at the Pan Am Games, and the Canada Games. In this edition of Strive, we feature articles about the impact of the Canada Games on Canadian athletes, and offer a sneak peek into the preparations for the Pan Am Games. We want to share with you the impact that your gift has on our athletes, coaches, officials and, indeed, all Canadians.

Please enjoy this edition of Strive. And please share your comments with us by sending an email to foundation@olympic.ca

Leanne Nicolle, Executive Director

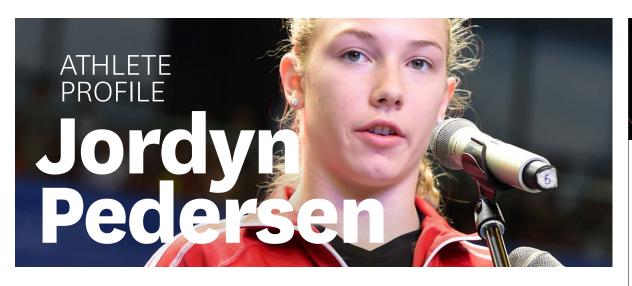
Strive is a newsletter published by the Canadian Olympic Foundation.

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 21 St. Clair Avenue East, Suite 900 Toronto, ON M4T 1L9

416-324-4282 or 888-377-7073 The Canadian Olympic Foundation is a registered charity. Charitable Registration Number 817729346RR0001



The future of gymnastics in Canada is bright – and Jordyn Pedersen is one of the shining stars. The 17 year-old artistic gymnast is a member of the Canadian women's national senior team.

Jordyn has been in the gym since she was two. Starting with a mom and tots class, Jordyn quickly recognized her passion for movement and spent her time doing gymnastics and dance. Progressing quickly, the hard-working young athlete identified her priority as gymnastics and dropped dance, her second love – a substantial decision for a girl of just 10.

"When I was 10, I recognized that gymnastics was my sport and that I wanted to take it as far as I could," said Jordyn. "I was fortunate to train out of the same gym as elite gymnasts Christine 'Peng Peng' Lee and Jessica Savona. I saw them striving for big competitions like the Olympics and watched what they put their bodies through, and it motivated me to do the same."

Jordyn was named to the Canadian team in only her second season at the Novice level, before moving up to Junior in 2011. She was named to the Canadian women's artistic gymnastics senior national team in 2013. Throughout her acceleration through the gymnastics ranks, she's competed in a number of national and international events, including the Canada Winter Games in 2011.

Jordyn's role on the senior national team dictated a major change in her education schedule. The Mississauga, Ontario native spent this past July and August in summer school, to allow for more training time in the gym during her senior year of high school.

"I attend school from 10:50 a.m. to 12:07 p.m. Following school I head to the gym and train from 1-6 p.m. I work with my dance choreographer once a week for an hour, and do general fitness and cycle once a week."

It's a hefty commitment – but it's paid off in spades. Jordyn recently committed to attend the University

of Georgia on a full athletic scholarship, enrolling in the fall of 2015.

Like all high-performance sports, growth and success comes with a significant price tag. Jordyn is fortunate to be supported by both her family and Gymnastics Canada.

"Club fees are \$540 a month and my choreographer is \$70 an hour," said Jordyn. "There's other costs too. Grips (for the bar) are \$80 and I need a new pair every two months. We probably spend \$140 on chalk per year."

Travel and competition costs are above and beyond. Gymnastics Canada helps with international travel, but Jordyn travels all over Canada during competition season, and most of this burden falls on her family. Her hours at the gym make a part time job nearly impossible.

Despite the financial costs, Jordyn's dedication to gymnastics is unwavering.

"I want to look back and feel happy with my accomplishments, and gymnastics gives me that. Not everyone has the opportunity to see the world and represent their country. Even though there are days when I question what I'm doing or what I'm putting my body through, I ultimately know that all of my hard work is worth it."

Alongside her club coach, Kelly Manjak (Kyle Shewfelt's former coach), Jordyn is optimistic about the future of artistic gymnastics in Canada.

"I believe in my heart that Canadian artistic gymnastics is on the rise. We've progressed so much as a country," said Jordyn. "We had a record fifth place finish at London 2012, and we've even improved since then. There's a lot to look forward to."

Canada has qualified for the women's team event at the Toronto 2015 Pan American Games. Jordyn hopes to be a part of it.



Left

Jordyn gives the athlete's oath at the FIG flag and oath's ceremony in Nanning, China.

Above

Jordyn in action.

Xinhua Yang Zongyou

BEHIND THE SCENES

TO 2015 Pan Am Games

Above

Pan Am mascot Pachi

Right

Chef de Mission Curt Harnett introduces Assistant Chefs de Mission, Waneek Horn-Miller and Josée Grand'Maître.

Winston Chow, Canadian Olympic Committee

The Pan Am Games are the third largest international multi-sport Games in the world, surpassed only by the Asian Games and the Olympic Games. Larger than the Olympic Winter Games (yes, bigger than the Vancouver 2010 Olympic Winter Games!), Toronto and southern Ontario will play host to the largest multi-sport event in Canadian history featuring 36 sports and more than 7,000 athletes.

The Pan Am countries include North America, Latin America, South America and the Caribbean. Hosting so many countries, athletes and sports has stimulated the participation of 16 municipalities stretching from Oshawa to Welland and as far north as Minden. More than 20,000 volunteers are being recruited to help with all aspects of the Games, including venue services, transportation, medical, information technology, press operations, communications and protocol services.

The Games feature 10 new worldclass facilities, and upgrades to 15 existing facilities.

The main Athletes' Village is in downtown Toronto (near the Distillery District), however four satellite accommodations will be used for athletes competing in venues outside the city. Not only to minimize travel time, staying closer to their sporting venue allows athletes better practice and preparation with limited distractions. Fun fact: the equestrian grooms stay in accommodations in close proximity to the stables, allowing them to care for their horses 24 hours a day.

Show your pride by following the TO2015 Pan Am Games and cheering loudly for our Canadian athletes.







Help Build an Olympian

WITH THE COF

This holiday season there is a brand new way to support the next generation of Olympic athletes!

Launched on Giving Tuesday, the opening day of the Giving season following Cyber Monday, Help Build an Olympian is the COF's latest campaign.

Inspired by our supporter's desire to have a greater impact on shaping the Canadian sport system, donors can now symbolically direct their donation to one of six athlete development pillars.

Similar to symbolic giving campaigns from world-renowned social development charity, Plan, Help Build an Olympian not only tells our donors where their donation is being directed, but it allows them to choose.

Daily training, year-round coaching, proper nutrition, breakthroughs in technology in sport science, national and international competitions, and state-of-the-art equipment are all essential in propelling our athletes to the top of the podium. By focusing our campaign on these six pillars, we are ensuring that your donation is put to the best use for our athletes.



"Canadians are cheering louder than ever – now they have another way to support Team Canada."

We're grateful to be joined by several of our generous marketing partners. Canadian Olympic Committee marketing partners HBC Foundation, Canadian Tire Corporation and Petro-Canada through their annual commitment will match every donation dollar for dollar, increasing the impact of each individual donor!

"We're so excited to launch the Help Build an Olympian campaign, just in time for the holiday season," said Leanne Nicolle. "Canadians are cheering louder than ever – now they have another way to support Team Canada. By funding the next generation of Olympic athletes through this campaign, Canadians can help ensure sustained podium success for years to come. Thank you to our generous partners who have come on board to support the COF through this new initiative."

Donors to the Help Build an Olympian campaign will also gain exclusive access to downloadable benefits. We have designed a limited edition donor e-certificate to mark your contribution to the campaign. If you'd like to a make a donation in a loved one's name, the certificate can be printed and is ideal to tuck into a stocking or under the family tree! Donors also gain access to a unique Facebook cover photo that exclaims 'I helped build an Olympian!' Tell your online friends about your commitment to the Canadian Olympic Foundation and help spread the word.

We invite you to visit the campaign web page and learn more about what it takes to build Olympians at olympicfoundation.ca. Proceeds will go to the Canadian Olympic Foundation to support the next generation of Olympic athletes through programs offered by the Canadian Sport Institutes and National Sport Federations.





HELP BUILD AN OLYMPIAN





Teaming up to build Future Olympians, one donation at a time

To meet and sustain our medal goals, Canada must support athletes five to eight years from the podium to achieve results at Tokyo 2020 and 2022 Olympic Winter Games. Donate to the Canadian Olympic Foundation to help cultivate the next generation of talent to fuel Canada's podium pipeline.

VISIT **OLYMPICFOUNDATION.CA**TO GIVE A PODIUM GIFT



Canadian Tire is dedicated to getting kids from the playground to the podium

Canadian Tire is dedicated to helping athletes at every level including helping kids get from the playground to the podium.

Athletes don't transform into Olympians overnight. They need quality physical activity at a young age to be given a shot at fulfilling their podium dreams. Sport helps to build confidence, leadership, productivity, creativity and overall health and well-being.

In 2013, Canadian Tire celebrated their role as Canada's top sports retailer by becoming a sponsor of the Canadian Olympic Committee. Through their sponsorship they showed dedication to the high-performance sport system in Canada through a generous pledge to the Canadian Olympic Foundation.

Their Olympic sponsorship was a perfect complement to their ongoing commitment to children and youth through Canadian Tire Jumpstart Charities and their lead role on the ACTIVE AT SCHOOL initiative.

For over 90 years, sport and physical activity has been at the core of how the Canadian Tire Family of Companies supports families from coast-to-coast. Canadian Tire is devoted to helping young athletes fulfill their dreams at all levels of sport.

In 2014, Canadian Tire and The Canadian Olympic Committee partnered on the ACTIVE AT SCHOOL initiative. ACTIVE AT SCHOOL is a broad-based group of more than 80 influential private, public and not-for-profit organizations committed to promoting one hour a day of quality physical activity in schools across Canada. ACTIVE AT SCHOOL has already made a difference in Prince Edward Island and New Brunswick by helping over 66,000 kids and donating over 15,000 pieces of sports equipment. Canadian Tire recently announced the Province of Ontario's commitment to this initiative and will now invest significant time and resources to help get kids across Ontario more physically active.

Canadian Tire's most recent commitment to the Olympic Movement is through the COF's Help Build An Olympian campaign. They have signed up to match every donation dollar for dollar through their annual commitment to support the next generation of athletes. Check out olympic.ca/help-build-an-olympian to find out how you can get involved. Thank you to Canadian Tire for their dedication to the sport system in Canada, and for helping every child fulfill their sporting dreams.

Below

ACTIVE AT SCHOOL announcement with representatives from the Province of Ontario, Canadian Olympic Team and other sport partners.



Your donation at work

CANADA WINTER GAMES

Abov

Canada Games alumnus, Charles Hamelin.

Mike Ridewood,
The Canadian Press

The Canada Games are a multi-sport event that is hosted across Canada in four year cycles, much like the Olympic Games. The Winter Games are held one year following the Olympic Winter Games, and the Summer Games are held one year following the Olympic Games. While each Games is organized by a local organizing committee, the overall management is assumed by the Canada Games Council.

The format of the Games sees each Canadian province and territory sending their top athletes. Where the Olympics see athletes representing their country, at the Canada Games athletes represent their province or territory.

Participation at the Canada Games is seen as an integral part of becoming a world-class athlete. World champion and Olympic silver medallist Kelsey Serwa says that the Canada Games is "where greatness begins" and the multi-sport format is the "first taste of what it truly means to be part of the team." Olympic champion speed skater Catriona Le May Doan calls the Canada Games "the stepping stone... to the next level of competition."

CANADA GAMES ALUMNI AT THE 2014 SOCHI OLYMPIC WINTER GAMES:



The statistics are impressive! 48% of the medals that Canada won at the Sochi 2014 Olympic Winter Games involved Canada Games alumni. Notable medallists included Jan Hudec, Chloé Dufour-Lapointe, Dara Howell, Sidney Crosby, Charles Hamelin and Mark McMorris.

Summer sports are equally well represented, with 61% of the medals that Canada won at the London 2012 Olympic Games involved Canada Games alumni, including Ryan Cochrane, Brent Hayden and Meaghan Benfeito.

The Canadian Olympic Foundation, through the generosity of its donors, first granted funds to Canada Games for the 2013 Summer Games in Sherbrooke, Quebec, and is pleased to support this initiative again by funding the 2015 Winter Games in Prince George, British Columbia.



Canada Games Alumni History at the Olympic Games

2014 Sochi 2014 Olympic Winter Games

- > 12 of the 25 (48%) medals that Canada won involved Canada Games alumni
- > 41% of Canada Games alumni who competed in Sochi captured a medal
- > Notable medallists included Jan Hudec (1999, Alpine Skiing), Chloé Dufour-Lapointe (2007, Freestyle Skiing), Dara Howell (2011, Freestyle Skiing), Sidney Crosby (2003, Ice Hockey), Alex Pietrangelo (2007, Ice Hockey), Charles Hamelin (2003, Short Track Speed Skating), Kelsey Serwa (2007, Alpine Skiing, Ski Cross), and Mark McMorris (2007, Snowboard)
- > 76% of Team Canada's Women's Gold medal winning Hockey team were Canada Games alumni

2012 London 2012 Olympic Games

 Notable alumni included, Ryan Cochrane (2005, Swimming), Brent Hayden (2001, Swimming), Meaghan Benfeito (2005, Diving)

2010 Vancouver 2010 Olympic Winter Games

 Notable alumni included Kristina Groves (1995, Long Track Speed Skating), Olivier Jean (2003, Short Track Speed Skating), Marianne St-Gelais (2007, Short Track Speed Skating) and Heather Moyse (1997, 2001, Athletics, Bobsleigh)

2008 Beijing 2008 Olympic Games

> Notable alumni included Adam van Koeverden (1997, Canoe/Kayak Sprint), Kyle Shewfelt (1999, Artistic Gymnastics), and Alexandre Despatie (1997, Diving)

2006 Turin 2006 Winter Olympic Games

> Notable alumni included Deidra Dionne (1999, Freestyle Skiing), Jennifer Heil (1999, Freestyle Skiing), Chris Pronger (1991, Ice Hockey) Hayley Wickenheiser (1991, Ice Hockey), Cassie Campbell (1991, Ice Hockey), Cindy Klassen (1995, 2001, Speedskating), Éric Bédard (1995, Ice Hockey), (2001 Cycling), (1999 Long Track Speed Skating), and Chandra Crawford (2003, Cross Country Skiing)



2004 Athens 2004 Olympic Games

> Notable alumni included Nicolas Gill (1987, Judo), and Maryse Turcotte (1995, Weightlifting)

2000 Sydney 2000 Olympic Games

 Notable alumni included Steve Nash (1993, Basketball), Anne Montminy (1989, Diving), Bruny Surin (1985, Athletics), Marianne Limpert (1989, Swimming)

1998 Nagano 1998 Olympic Winter Games

 Notable alumni include Catriona Le May Doan (1983, Short Track Speed Skating), (1993, Athletics), (1987, Long Track Speed Skating), Paul Kariya (1991, Ice Hockey), and Jeff Langdon (1991, Figure Skating)

1996 Atlanta 1996 Olympic Games

 Notable alumni included Annie Pelletier (1989, Diving), Bruny Surin (1985, Athletics), and Chris Phillips (1995, Ice Hockey)

1994 Lillehammer 1994 Olympic Winter Games

> Notable alumni included Sylvie Daigle (Speed Skating, 1979), Nathalie Lambert (1979, Short Track Speed Skating), Paul Kariya (1991, Ice Hockey) and Marc Gagnon (1991, Speed Skating)

Above

Minister of Sport (State) Bal Ghosal and the Governor General of Canada His Excellency the Right Honourable David Johnston take part in the Roly McLenahan torch lighting on Parliament Hill.

Canada Games - F. Scott Grant

Righ

JP Richard reviews a run with a member of the freestyle ski team.

OLYMPIC COACH PROFILE



The team at the Canadian Olympic Foundation is lucky to be surrounded by passionate and talented colleagues at the Canadian O lympic Committee (COC). Jean-Paul (JP) Richard is one of these colleagues. I had the pleasure of chatting with him for Strive Newsletter.

JP Richard joined the COC staff in May 2014. But he was involved in the Canadian Olympic movement long before that. As a level 4 certified coach, JP coached the Canadian women's freestyle ski team to gold and silver medals at the Sochi 2014 Olympic Winter Games. The success of Justine and Chloe Dufour-Lapointe, as well as the rest of the girls, was the culmination of a year's worth of work – and not all of it was spent on the side of a mountain.

"It all comes down to the human factor and relationships, in life or in sport," said JP. "My job leading up to Sochi was to focus on the intangible performance factors of our team – communication and mental performance."

However, sometimes it takes a tangible document to bring the intangibles to life.

"We organized a meeting in June 2013 with all of the key players – coaching staff, the high performance director, strength and conditioning staff, and our jumps coach. We discussed our expectations for the season, made some important decisions, and essentially developed a document that would serve as the communications tool for our entire team performance throughout the Olympic season."

JP's focus on his athletes' emotions wasn't an idea that came to him overnight. He was at the helm of Sweden's ski team from 2008 to 2011 and before that he ran Quebec's provincial ski program and his own small club.

A large part of JP's coaching philosophy with the ladies' moguls team was the emphasis on complete honesty and judgment free communication, not just with the athletes, but between him and co-coach Marc-Andre Moreau as well.

"Marc-Andre is an Olympic skier, he finished fourth in Torino. He has all of the technical, kinesthetic expertise. I took it upon myself to own the strategy and mental and emotional side of the team's performance," said JP. "People are happier and more successful when they're working inside of their skill sets – and by each of us owning unique aspects of coaching the girls, we were a more effective team. By intentionally putting ourselves in positions where we would be making unique, positive contributions, we complemented one another and saw success."

JP took a step back from coaching the Canadian ladies' moguls' team following the Sochi 2014 Olympic Winter Games. He has a young son and his 11 months a year traveling schedule with the team didn't allow for a lot of time at home. Fortunately, in his second career JP has found a way to continue his role as coach.

As Manager, Team Services for the COC, JP is the main point of contact between high-performance directors and coaches and the COC. Based in Montreal, he is part of the Sport team that works with national sport federations (NSF) to help them develop and refine their programs to increase overall sport performance. Part of these performance plans include consulting and offering programming for mental preparation and emotions management.

"I enjoy working with different NSFs and developing performance partnerships. In my new role, I'm able to provide value and transfer knowledge based on my experiences as a coach."

At the time of publication, JP and the COC Sport team is leading the second annual Olympic Preparation Workshop (OPW2) –a three day seminar offered to select coaches, athletes and administrators from summer sports. Thanks to his expertise and connections, an entire session will be dedicated to emphasizing the importance of mental preparation, giving coaches and athletes the tools they need to be ready to perform at their best at Games.

"I will be a coach for the rest of my life. Though I'm no longer coaching my own athletes, I have a unique opportunity to impact sport and coaches in Canada. At the end of the day, it's all about the athletes – every decision we make is to positively influence them and have an impact on their lives."



We are proud to say that 2015 has officially been named the Year of Sport in Canada. The Year of Sport is a proactive pan-Canadian initiative implemented to celebrate sport in Canada and the role it plays in enhancing the lives of Canadians from coast-to-coast-to-coast. Over 12.5 million Canadians are involved in sport in various capacities and sport has also been identified as a key contributor to the quality of life in Canada. Moreover, there are some 30,000 sport clubs across Canada and 72 per cent of Canadians believe that sport is a key contributor to the quality of life in their communities.

The Education Team at the Canadian Olympic Committee is committed to helping educators and parents across the country engage their students, club members and families in sport- and Olympic-themed learning.

That's why we are proud to announce the release of our first resources for the 2014-2015 edition of the Canadian Olympic School Program (COSP), our latest Olympian Stories. The first of these stories, **DETERMINATION** – **DOMINIQUE MALTAIS**, follows snowboarder Dominique Maltais from her bronze medal win in Turin, through an

injury-filled Olympic Games on home soil in Vancouver, to her remarkable comeback silver medal success in Sochi. Dominique's story demonstrates to students how determination can allow you to overcome obstacles and achieve your goals. This resource is written at Bronze (Grades 2-3), Silver (Grades 4-5) and Gold (Grades 6-8) reading levels, with supporting activities that will engage students in thought-provoking reflections, discussions and creative activities exploring the value of determination.

Visit olympic.ca/education to share this free story and other Olympic-themed resources with your class, school, club or family and engage them in the excitement of the Olympic Movement. Keep your eye on the website for our other 2014-2015 COSP resources: the Olympian Stories of

- > FRIENDSHIP GILMORE JUNIO AND DENNY MORRISON
- > EXCELLENCE JEAN-PHILIPPE LE GUELLEC
- > TEAMWORK TESSA VIRTUE AND SCOTT MOIR, and FAIR PLAY – JUSTIN WADSWORTH, as well as our continued focus on mental fitness with
- > BE A CHAMPION FOR LIFE: ENERGY GAINS AND ENERGY DRAINS.

Yours in Sport and Education, The COC Education Team

Left

Dominque Maltais celebrates her silver medal win in the Ladies' Snowboard Cross at the Sochi 2014 Games.

The Canada Press, Jason Ransom



The Canadian Press

DATES	SPORT	TITLE	CATEGORY	LOCATION
December 16-20, 2014	Badminton	Canadian International Challenge	International Competition	Moncton, NB
Dec 26, 2014 - January 5, 2015	Hockey	IIHF World Junior Hockey Championships	World Championship	Toronto, ON/ Montreal, QC
January 3-6, 2015	Track Cycling	2014 Canadian Track Cycling Championship	National Championship	Milton, ON
January 9-11, 2015	Track Cycling	Milton International Challenge	International Competition	Milton, ON
January 19-25, 2015	Figure Skating	National Skating Championships	National Championship	Kingston, ON
January 24, 2015	Multi-sport	FANfit Challenge	Fundraising Event	Halifax, NS
February 13 – March 1, 2015	Multi-sport	Canada Winter Games	Other National Competition	Prince George, BC
February 14-22, 2015	Curling	Tournament of Hearts	National Championship – Women	Moose Jaw, SK
February 28 – March 8, 2015	Curling	Brier	National Championship – Men	Calgary, AB
March 28 – April 5, 2015	Curling	World Men's Curling Championship	World Championship	Halifax, NS



DONOR PROFILE

Rob Regan-Pollock

Mr. Rob Regan-Pollock of Vancouver has been an Olympic enthusiast since he was a kid and a dedicated supporter of the Canadian Olympic Foundation since its inception in 2007. An annual donor, he believes that all Canadian Olympic athletes are our ambassadors to the rest of the world, showing Canadians' work ethic, values, and way of life through their actions and performance.

As a member of the Canadian Ski Alliance for over 25 years, Mr. Regan-Pollock feels that sport is a metaphor for life. One does not achieve greatness overnight as it takes determination and hard work to move past the hurdles, obstacles, and plateaus to achieve your goals and dreams. He recalls Greg Joy's triumphant silver medal high jump at the Montreal 1976 Olympic Games and Alex Bilodeau's face full of life as he became the first Canadian to win gold on home soil at the Vancouver 2010 Olympic Winter Games as two of his most cherished Olympic memories.

Mr. Regan-Pollock's recent eye-opening experience at the Vancouver Canadian Sport Institute (CSI) left

him enthralled at the high level of research that goes into perfecting our athletes' technique, nutrition, and equipment. He wants people to remember that for Olympic athletes to continue on their path to greatness they need consistent funding, not just during years of Olympic Games. Mr. Regan-Pollock is happy to support Canadian athletes financially as he believes that by doing so they have more exposure and ability to be positive role models to children in Canada and beyond in terms of diet, healthy lifestyle, and determination. Thanks, Mr. Regan-Pollock, for all of your support!



Тор

Alex Bilodeau wins gold in Vancouver, 2010 .

Inset

Rob Regan-Pollock

Mike Ridewood

One does not achieve greatness overnight as it takes determination and hard work to move past the hurdles, obstacles, and plateaus to achieve your goals and dreams.

