

STRIVE

TORONTO 2015 PAM AM
GAMES ARE HERE

FEEL THE ENERGY
OF THE GAMES

+

HATS OFF TO
THE CHEF!



FOUNDATION
FONDATION



FROM OUR EXECUTIVE DIRECTOR

On the eve of the Toronto 2015 Pan Am Games, the Canadian Olympic Committee (COC) will welcome world leaders in sport to Montreal to officially open the Canadian Olympic House. In doing so, the COC extends its presence into Quebec and will now have a headquarters office in Montreal, consolidating its leadership role as Canada's first Olympic city, almost forty years after the Montreal 1976 Olympic Games.

The day will be action packed! International Olympic Committee (IOC) President Thomas Bach will be in attendance and events include a street festival, the raising of the Olympic rings on to the building and a fundraising luncheon.

On July 10, the Toronto 2015 Pan Am Games will officially begin. What an exciting time for Canada, to once again host the Games. I hope that you will join me in cheering loudly (and often!) for our incredible Canadian athletes. How thrilling to be able to witness some of our favourite, well-known athletes competing alongside young, next generation talent!

We have already seen the impact that these Games are having on Canada! A number of world class facilities have been built or refurbished and Canadian athletes will be able to elevate their daily training within these new homes. Even better, the facilities aren't limited to their high-performance athletes! For example, the new cycling track (Velodrome) in Milton is the only full-size indoor track in Canada, and offers track cycling programs for all ages and levels.

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

Leanne Nicolle, Executive Director

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Leanne Nicolle
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Keith Jones/voc

We would love to hear
from you! Please send your
comments to:
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OLYMPIAN PROFILE

Crispin Duenas

Great archers tend to shoot a little bit blind, focusing on form and feel rather than aim. That said, Olympic archer Crispin Duenas elected to undergo laser eye surgery in October 2014. His vision is now 20/15. With his sights firmly set on the Toronto 2015 Pan Am Games, the irony of his improved eyesight isn't lost on him.

Born and raised in Scarborough, Ont., Crispin is looking forward to competing in his hometown this summer.

"I love that Toronto is hosting the Games! It's such a great metropolitan city, for so many reasons, and the Games will provide an opportunity for Toronto to be a little bit more sports-minded. Seeing these events live will hopefully give people an understanding and appreciation for how hard amateur athletes work."

And work they do. Crispin shoots up to eight hours per day, six days per week. He also works out at the gym, strengthening his body and improving his cardiovascular fitness. Though archery is a low impact sport, 52-lbs of pressure is required to pull the string back to full draw, and this pressure is applied by only three fingers.

"On a conservative training day during my competitive season, I probably shoot 300 arrows," says Crispin. "If you do the calculation, that's 1,800 arrows in a week, which means I'm lifting 93,600-lbs per week."

That's heavier than the average weight of a humpback whale. And it's not even the hardest part of the sport.

"Physically anyone can hit a gym and do the exercises that are prescribed for an archer, but it's the mental component that differentiates good archers from the best," says Crispin. "In archery, it's just you and the target. It's not like hockey or soccer where there's another team or player to impact your performance, the hardest part about archery is not defeating yourself."

To improve his mental game, he works with renowned sport psychologist Peter Jensen. Together they've established a baseline for Crispin's thinking, improved his focus, mental preparation and breathing techniques and developed plans for when his shooting is going poorly – or too well.

"It's easy for archers to panic or get down on themselves if a round isn't going well. Sometimes you have a bad day. Alternatively, you can shoot a round far above pace of your normal score, and start shooting too carefully in an effort to keep it up," reasoned Crispin. "It's important to stay as relaxed as possible and keep a steady rhythm."

Crispin trains out of the Toronto Archery Range – a free public range in the north end of the city. Though range fees are minimal, the cost of equipment is not.

"One recurve bow can cost up to \$3,500. A quiver of high-quality arrows runs around \$600, and high-performance archers don't just travel with one bow and one set of arrows."

Though Crispin is fortunate to be sponsored by Easton, he recognizes that it's extremely difficult for talented archers who are just starting out to cover the costs of high-quality equipment. The biggest financial hurdle for Crispin is the cost of travel. Like many athletes, he heads south for portions of the winter to keep up his training regimen. He's the first Canadian archer to take this step.

"This year I spent three weeks in January, February and March in Florida. As an outdoor specialist, the Canadian winter is detrimental to my training. I'm hoping the extra time on the range will result in improved results this season."



Top
Crispin Duenas releases an arrow during head-to-head elimination at the London 2012 Olympic Games.

Above
Crispin in Team Canada's Now or Never promotional campaign for the Toronto 2015 Pan Am Games.

 The Canadian Press Images / Canadian Olympic Committee

Look for Crispin in the #NowOrNever campaign!

MEDIA PROFILE CBC SCOTT RUSSELL

Telling Athlete Stories



Right
Scott Russell, host of
CBC Sports Weekend.

cbc 

For the CBC's Scott Russell, covering the Olympic Games is like going back to summer camp. As a kid, the long-time broadcaster went to Kilcoo Camp on Ontario's Gull Lake which held a mini-Olympic Games, torch bearer and all. Since then, sport has been a major part of his life and philosophy.

"There is something in us that requires we compete, that we engage in a sporting act. And to me, that's the way I look at sport. It's a huge part of life's journey; it's a building block of what we do as human beings."

After thirty years covering sports for the CBC, including 12 Olympic Games, Scott Russell isn't shy about being a fan of high-performance amateur sport.

"It's a momentous time for Canadian sport to be able to host the Pan American games, to be ambitious in the Olympic realm, to be a leader in the Olympic movement," he says, adding, "We believe in the Olympic ideal in this country, and there's no reason that Canada shouldn't be ambitious to host the Olympic Games again soon."

As the primetime and late-night anchor during the Toronto 2015 Pan Am and Parapan Am Games, Russell will undoubtedly call on his many years of sports broadcasting to get Canadians close to the athletes and the Games. As the host of CBC Sports Weekend, he knows their struggles and successes very well.

"I really believe that our country's Olympic high-performance athletes are ordinary people capable of extraordinary things," he says.

Telling the remarkable stories of Canada's high-performance athletes is a massive undertaking. Despite more than 700 athletes competing for Canada at the Pan Am Games, Russell and the CBC team are committed to getting to know as many athletes as possible.

"Just in conversation with them, it's fantastic to learn their athlete stories," he says, "but we're also focusing on the communities that bring these athletes up and support them. The heart and soul of the Games are the athletes," he says, "And our preparation has been focused on getting to know as many of them as we can because each of them has, in many ways, an astounding story."

As the official host and domestic broadcaster, the CBC leads Toronto 2015 in athlete coverage on television, online and across social media. For Russell, this kind of coverage is worth it for the excitement it brings to Canadians. As Russell says, "Canadian fans have a chance to see their summer sport superstars up close and in person. They will be astounded and I know that once this atmosphere gets rolling, it will be electric to be a part of."

Olympic Day Across Canada

Olympic Day, held annually on June 23rd, is celebrated by thousands of people worldwide. Commemorating the birth of the Modern Olympic Games, June 23rd not only highlights Olympic Day, but calls to action the need to adopt and maintain healthy active lifestyles while living the Olympic values.

In Canada, Olympic Day is celebrated throughout the month of June, with the Canadian Olympic Committee and communities across the country coming together to get active and promote the Olympic Values of Excellence, Friendship and Respect. This year, three major celebrations took place from coast to coast to coast-to-coast-to-coast:

Olympic Day in Montreal was held at Olympic Park on June 12th in partnership with the Quebec Sport Institute. It brought over a dozen athletes from around the province together with 600 students to participate in sport demos and activities run by local sports clubs.

Olympic Day in Richmond, held on June 15th, brought 6,000 BC students to the Richmond Olympic Oval, where they had the opportunity to get active with local Olympians and Paralympians through activities such as tennis, fencing and wheelchair basketball.

Olympic Day in Corner Brook, held in conjunction with Sportfest NL on June 19th and 20th, this event connected over 1,500 local students with the Olympic Movement and physical activity through the opportunity to chat and get active with local Olympians. On June 23rd we encourage you to get out and celebrate International Olympic Day in your own way: go hiking with your family, join a pick-up soccer game, or run to work!

To learn more about Olympic Day and how you can get involved in the future or to host your own Olympic Day, please visit olympic.ca/education/olympic-day/.

Yours in Sport and Education,

The COC Education Team

Below

Two-time Olympic bobsledder Jesse Lumsden tries out his best jump kick at Olympic Day 2014 at Rideau Hall in Ottawa.

Greg Kolz



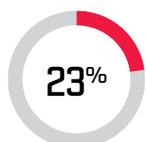
Striving Forward

FOR CANADIAN ATHLETES EVERYDAY.

Through ongoing support from our marketing partners, corporate donors and generous individuals, the Canadian Olympic Foundation is making a measurable impact on the Canadian sport system. We're thrilled to share our progress with you.

RAISED

\$8,968,855



CORPORATE DONORS

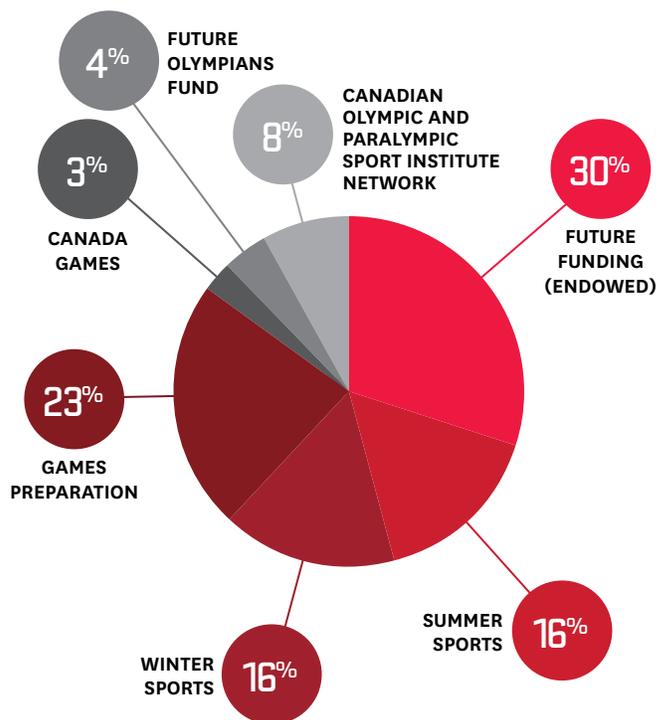
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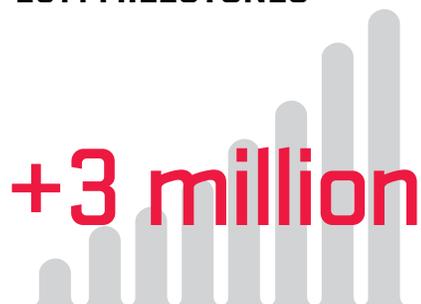
GRANTS

\$7,476,664



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. The Canadian Olympic Foundation supports all six of these athlete development pillars through our granting and programs.

2014 MILESTONES



We launched our endowment and raised over \$3 million.



From coast-to-coast-to-coast: we have donors in every province and territory

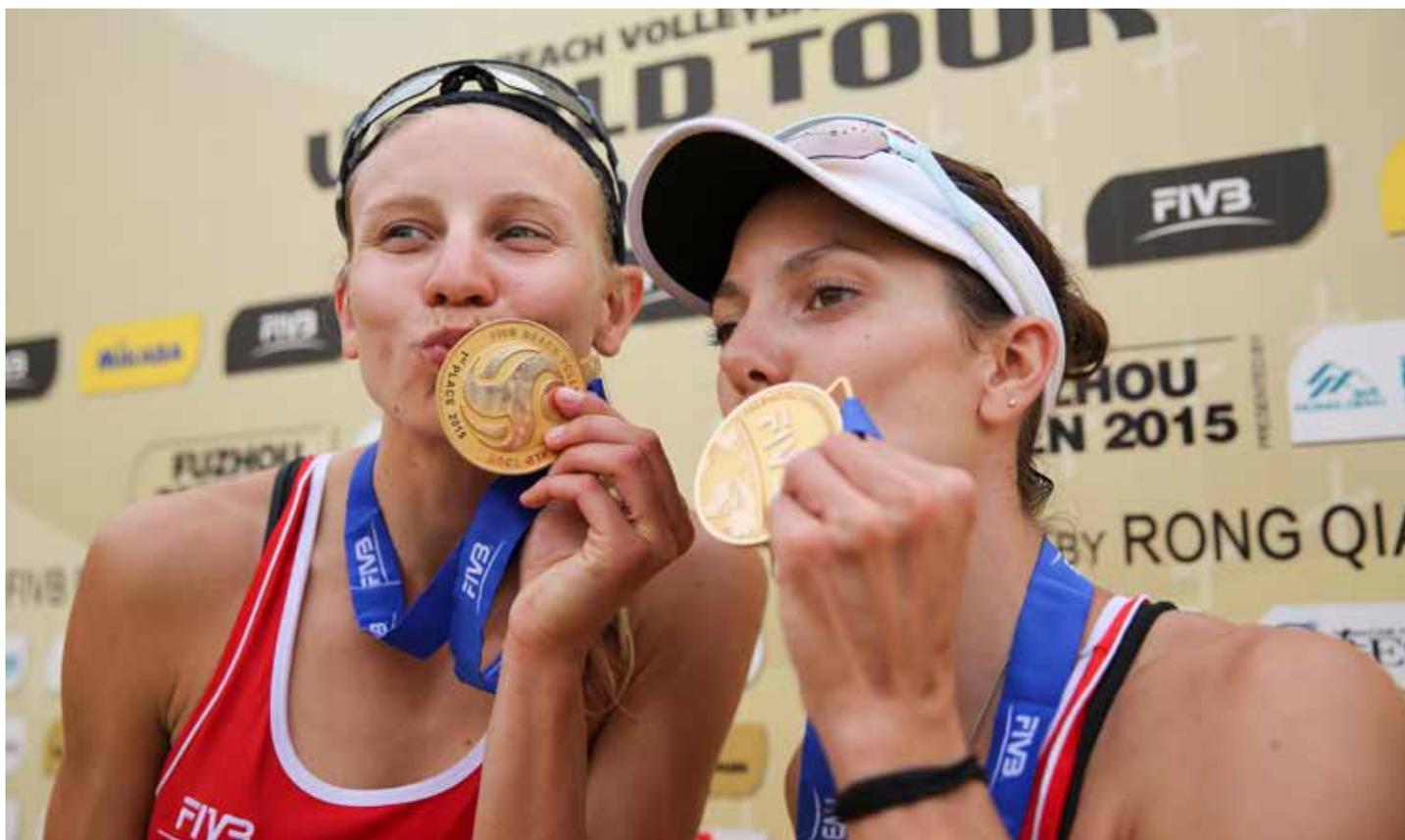
HELP BUILD AN OLYMPIAN

We launched our first symbolic giving campaign.

Thank you!

VISIT OLYMPICFOUNDATION.CA

SEED CAMPAIGN UPDATE



In 2014, the Canadian Olympic Foundation (COF) launched SEED: the Sport Endowment for Excellence and Development. Endowment funds are made up of gifts and bequests that are carefully invested. Income on the capital is used to support programs, athletes, coaches, National Sport Federations and other sport partners. The capital itself is never touched and any portion of the interest earned that is granted not used is reinvested, ensuring that the endowment grows over time helping to guarantee long-term financial stability.

Endowment funds are very popular in universities, the arts and healthcare. However, endowments are quite rare in sport, and they do require a fair bit of paperwork and oversight. The COF is happy to report that we have opened our endowment to the national sport federations (NSF) and other sport partners to invest their funds with the COF. The COF assumes the administrative burden, allowing our sport partners to focus on what they do best: sport!

Volleyball Canada was fortunate to have a donor who wanted to endow some funds, but Volleyball Canada did not have the infrastructure in place to accept the funds and so turned to the COF for assistance.

A fund was created by a generous donor who wanted to fund an annual award to offset the training and competition expenses of Canadian high-performance beach volleyball athletes. The first award recipient was Kristina Valjas (sister to Lenny Valjas, Olympic cross-country skier) in 2013. In April of this year, Valjas and her partner Jamie Broder won the FIVB World Tour gold medal at the Fuzhou Open in China. History was made as this was the first time Canada's female beach athletes have won a medal at this level. Broder and Valjas are in a competition with other Canadian teams to represent Canada at the Toronto 2015 Pan American Games.

Endowment funds survive beyond the lives of the initial investors, creating true legacies. Funds can be added at any time and the long-term stability can allow for program expansion. If you would like more information about endowed funds, please contact Selga Apse, Senior Business Manager, at 416-324-4297 or sapse@olympic.ca.

Above
Kristina Valjas and Jamie Broder celebrate their gold medal win at the Fuzhou Open in China in April 2015.

 FIVB



Your donation at work

POWERING PODIUM PERFORMANCES WITH OTP

Top
 Canada poses for a team picture after defeating the United States 3 - 2 In overtime to win the gold medal in women's hockey game at the Sochi 2014 Winter Olympics.

Canadian Press, Mike Ridewood

The Canadian Olympic Foundation believes that winning matters. By working with expert sport partners, the COF is investing in the future of Canada's high performance athletes and their performance in the field of play. Own The Podium (OTP) is an innovative body which provides technical expertise and funding recommendations. Alongside partners in the national sport federations (NSF), the COF and OTP work to make sure that athletes get support where they need it most.

Getting the best training and advice is key for high-performance athletes. Canada's swim teams heading to the 2015 Pan Am Games, Rio 2016 and other major competitions will be supported by coaches from all over the country. For the 2014-2015 season, the COF invested nearly \$380,000 in a robust training and management team at Swimming Canada. Investing in roles such as High Performance Director, National Development Coach and Toronto 2015 Pan American Games head coach, to name a few, provide leadership that is vital to helping our athletes across the country achieve success.

Expert coaching is but one pillar of an athlete's performance. Another set of ingredients are, well,

ingredients. That is, as athletes prepare for the grind of competition, managing their nutrition is an essential part. In lead-up to the Sochi 2014 Olympic Winter Games, the COF invested \$70K in nutrition support and education for the Canadian Women's Hockey Team. Players received individualized attention from personalized meal plans to cookbooks to game day meals. The team regularly learned about dietary strategies for high-performance athletes and discussed how to manage issues like fatigue and hydration. Funds granted by the COF also helped to provide athletes with meals as they trained in cities in Europe and in Sochi during the pre-Games period and the Olympic Games. With such dedicated attention to their diet and nutrition, the team hungered only for gold – and we know how that ended!



Hats off to the Chef!

Though he claims to make a mean lemon chicken, Curt Harnett's current gig has nothing to do with the culinary arts.

The Chef de Mission's role exists to represent the Canadian team members and their activities leading up to a Major Games and to serve as lead liaison between Canada, the organizing committee and representatives from other nations.

"I'm basically a glorified cheerleader," says the four-time Olympic track cyclist.

Curt is a three-time Olympic medallist (two silver, one bronze). And he's being modest.

As the lead delegate for Team Canada as we approach the Toronto 2015 Pan Am Games, Curt has worn many hats since he was named Chef in October 2013.

"It's my job to set the tone for the athletes and mission team as we enter the Games. Preparation is key; I help our athletes prepare for a multi-sport Games and I make sure that Canada's mission team (the team behind the team) know the expectations of their roles and are motivated for the challenge," said Curt. "Given that it's a home games, I've taken a real interest in raising the profile of the team and getting Toronto and Canada excited about the events happening in July."

There are 725 athletes slated to compete and 181 full-time mission staff, creating the largest Canadian team ever fielded at an international-multi-sport competition. Getting over 900 individuals to work in tandem under great pressure is no easy feat so Curt has adopted two different philosophies to help with this task.

"The first idea is 'One Team'. The idea behind One Team is that we're all in this together. We must all be moving in the same direction and we must all have each other's back," conveys Curt. "The second key philosophy is 'En Garde.' It's a french term used in fencing to warn competitors to assume the preparatory position before a match. For Team Canada, it means that we'll leave no stone unturned in our preparation, but also be ready to expect the unexpected."

The concept of En Garde was such a hit that Hudson's Bay integrated it into the team kit. It will be printed on the rally scarves worn by the Canadian athletes and will be available to the public at their stores.

Curt is joined by assistant Chefs Waneek Horn-Miller

and Élise Marcotte. Both retired Olympians, Waneek won a gold medal with the women's water polo team at the 1999 Pan American Games in Winnipeg and Élise was a double gold medallist in synchronized swimming at the Guadalajara Pan Am Games in 2011.

"Waneek not only ticked off all of the criteria we were looking for - home Games experience, Olympic level experience, Pan Am experience - but she has an unwavering commitment to human rights activism. She's one of Canada's most influential Native Olympic athletes and an inspiring role model," said Curt.

"Élise is an excellent communicator and has a strong vision. She is young, and her Games experience is recent, but this fresh approach brings amazing value to our team. She's mature beyond her years."

Curt is equally as complimentary of the Toronto 2015 Organizing Committee (Disclaimer: his wife sits on the TO2015 Board).

"TO2015 has done an incredible job of delivering these Games so far. Every decision they've made (with help from various levels of government) regarding sport infrastructure will create a positive and sustainable legacy for the 16 host municipalities."

The majority of the new or refurbished facilities allow for multi-use and will be an asset to the residents of those communities. A track cycling legend, Curt is especially excited about the Milton Pan Am Velodrome.

"The word legacy is always used in future tense, but the legacy of the velodrome is now. From a high-performance perspective, our national team is training there today - they're benefitting from it today".

Below

Curt was named Chef de Mission during the first-ever Pan American Sports Organization (PASO) General Assembly meeting held in Toronto in October 2013.

Below

Curt talks shop with assistant coach Samantha Magalas at the women's baseball team announcement at the Rogers Centre in May 2015.

David Jackson /
Dylan Leeder, Canadian
Olympic Committee

"There is no bad ticket. You'll be surprised by what some sports look like live, up-close and personal. Experience as much as you can while the Games are here."



Pan Am Games



BROADCAST SCHEDULE

CBC PAN AM GAMES SCHEDULE

DATE	DESCRIPTOR	TIME
Friday, July 10	Opening Ceremony	7 – 10:30 pm
Saturday, July 11	Pan Am Afternoon Pan Am Primetime	1 - 3:30 pm ET 7 – 10 pm ET
Sunday, July 12	Pan Am Afternoon	1 – 3:30 pm ET
Monday, July 13 to Friday, July 17	Pan Am Afternoon Pan Am Primetime Pan Am Late Night	3 – 5 pm 8 – 10 pm 11:30 pm – 12:30 am
Saturday, July 18	Pan Am Afternoon Pan Am Primetime	3 – 6 pm ET 7 – 10 pm ET
Sunday, July 19	Pan Am Afternoon Pan Am Primetime Pan Am Late Night	1 – 4 pm ET 8 – 10 pm 11:30 pm – 12:30 am
Monday, July 20 to Friday, July 24	Pan Am Afternoon Pan Am Primetime Pan Am Late Night	3 – 5 pm 8 – 10 pm 11:30 pm – 12:30 am
Saturday, July 25	Pan Am Afternoon Pan Am Primetime	3 – 6 pm ET 7 – 10 pm ET
Sunday, July 26	Pan Am Games Afternoon Closing Ceremony Pan Am Games Late Night	1 – 5 pm ET 7 – 10 pm ET 11:30 pm – 2:30 am

Please note the schedule is subject to change at any time without notice. Pan Am Afternoon is hosted by Andi Petrillo and Pan Am Primetime and Late Night programs are hosted by Scott Russell. More than 600 hours will be streamed daily live online at cbc.ca/panam and through the CBC Sports App.

RADIO-CANADA PAN AM GAMES SCHEDULE

DATE	TIME
Friday, July 10	7 – 10:30 pm
Saturday, July 11	2 – 5 pm ET
Sunday, July 12	2 – 5 pm ET
Monday, July 13 to Friday, July 17	1 – 4 pm ET
Saturday, July 18	2 – 5 pm ET
Sunday, July 19	2 – 5 pm ET
Monday, July 20 to Friday, July 24	1 – 4 pm ET
Saturday, July 25	3 – 6 pm ET 7 – 10 pm ET
Sunday, July 26	2 – 5 pm ET

Marie-José Turcotte hosts the Radio-Canada coverage. More than 600 hours will be streamed daily live online at ici.radio-canada.ca/panam and through the Radio-Canada App.

Parapan Am Games

BROADCAST SCHEDULE

CBC PARAPAN AM GAMES SCHEDULE

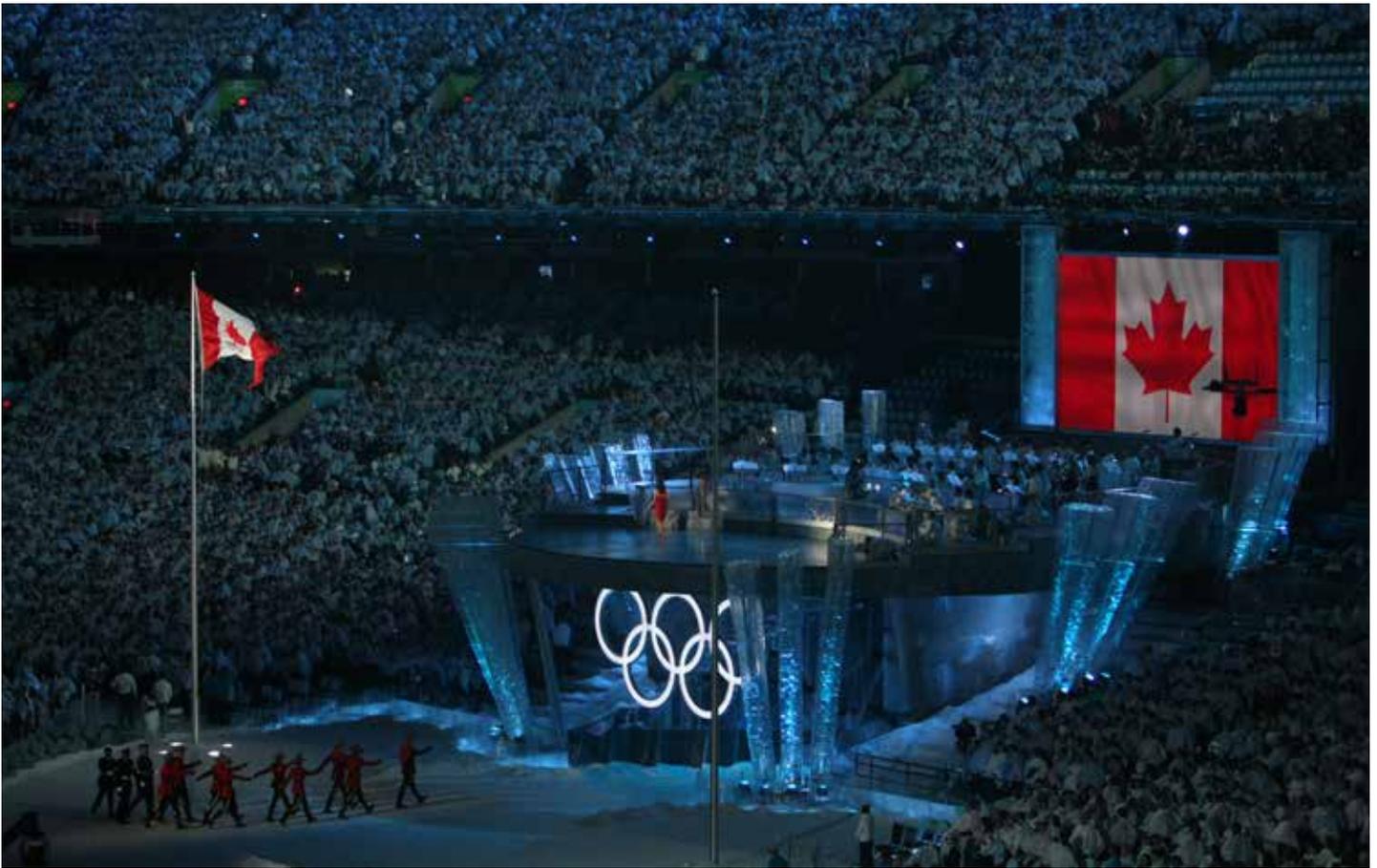
DATE	DESCRIPTOR	TIME
Friday, August 7	Opening Ceremony	7 – 9 pm
Saturday, August 8	Pan Am Afternoon Pan Am Primetime	4 – 6 pm ET 8 – 10 pm
Sunday, August 9	Pan Am Afternoon	5 – 7 pm
Monday, August 10 to Friday, August 14	Pan Am Primetime Pan Am Late Night	8 – 9 pm 11:30 pm – 12:30 am
Saturday, August 15	Pan Am Afternoon Pan Am Primetime	11:00 am – 1 pm ET 10 pm – 12:30 am ET

CBC will have closed captioning on all Parapan Am Games coverage. Over 170 hours will be streamed daily live online at cbc.ca/panam and through the CBC Sports App.

RADIO-CANADA SCHEDULE

DATE	TIME
Friday, August 7	7 – 9 pm ET (Opening Ceremony)
Saturday, August 8	11 pm – midnight ET
Sunday, August 9	10:30 – 11:30 pm ET
Monday, August 10 to Friday, August 14	Midnight – 1 am ET
Saturday, August 15	8 – 10 pm ET (Closing Ceremony) 11 pm – midnight ET

Marc Durand will anchor Radio-Canada's coverage of the Parapan Am Games. Over 170 hours will be streamed daily live online at ici.radio-canada.ca/panam.



DONOR PROFILE

Patti McFarlane

In July of 2007, Patti McFarlane and her four children founded the Sanford McFarlane Family Foundation to honour Sanford's memory. Sanford McFarlane was the kind of man who had an unwavering belief in the potential of people and devoted his life to enable others to achieve their personal best. The Foundation is dedicated to recognizing individuals and institutions that are devoted to excellence in health, education, amateur sport and the arts. Throughout the past three years, the Sanford McFarlane Family Foundation has become a generous donor to the Canadian Olympic Foundation through their amateur sport initiative to fund the next generation of Canadian Olympians.

As an involved sport enthusiast throughout her life, Patti has seen how sport teaches leadership, hard work, dedication, teamwork and develops community leaders. Throughout a high-performance athlete's journey, both athlete and their family make countless sacrifices and often struggle to keep up with the high price tag associated with training and competing. Although sport funding in Canada has been on the

rise as of late, Patti would like to see the continued growth outside traditional funding models.

Through the effort of Foundation's like her own and the Canadian Olympic Foundation, more Canadian athletes will have the support needed to reach their maximum potential.

"Donating to the Canadian Olympic Foundation will provide the next generation of Olympic hopefuls with the support they need to reach the podium. From training in best-in-class environments to support from the strongest coaches, donations will enable athletes to reach their personal best and one day represent Canada at an Olympic Games".

Thank you Patti and family for all of your generous support to help our athletes make their dreams a reality!



Top

Patti was inspired to donate to the Canadian Olympic Foundation after experiencing the environment of the Vancouver 2010 Olympic Winter Games.

Above

Patti McFarlane

 The Canadian Press,
Dave Sandford

ATHLETE PROFILE

Mariam Abdul-Rashid

achieved immediate success, earning gold in both the 100m and 400m events – smashing the record in the latter. She will attend the University of Texas in the fall of 2015 on a full athletic scholarship.

Mariam trains out of the Speed Academy club in Pickering, Ont., under the tutelage of hurdles coach Patrick Russell and sprint coach Tony Sharpe. As a member of Athletics Canada’s national development team, she attends a lot of international competitions.

“I started receiving carding money this past year, but my parents are still my main financial supporters,” said Mariam. “The International Association of Athletics Federations (IAAF) World Youth Championships in 2013 were held in Donetsk, Ukraine and I had to crowd fundraise through my extended family and friends in order to attend the competition.”

Mariam believes strongly that the best athletes should compete for Canada – regardless of their financial standing.

“There’s been instances where a teammate couldn’t afford to attend a competition, so the next fastest runner (who can afford to attend) would go in their place,” said Mariam. “We could be leaving medals on the table when this happens.”



Top
Mariam with her parents, Shaka and Akilah Abdul-Rashid.

Bottom
Mariam competing at the world junior championships in Eugene, Oregon in summer 2014.

When Mariam Abdul-Rashid was 7 years old, her father brought home a cardboard cut out of Olympic hurdler Perdita Felicien. Shaka Abdul-Rashid was a teacher at a local elementary school and rescued the Athens 2004 Olympic Games promotional poster from the trash following the Games. He knew Mariam would love it. The cutout has since been autographed by Perdita and still has a place in Mariam’s room.

Mariam grew up on her parents’ farm in Roseneath, Ontario. It was the perfect place for a busy kid with lots of space to run and play.

“I used to just run around the property with our family dog. I come from an athletic family, and my parents were just happy to have me being active outdoors. Sometime while I was setting up objects to hurdle in our upstairs hallway, my parents thought ‘OK she’s pretty fast, we should do something about this.’”

They enrolled Mariam in a local track club when she was 6 and her progress throughout the last decade has been staggering. In both of her first two years at OFSAA she raced to victory in the 100m, 200m and 400m sprints. She switched to hurdles in grade 11 and

Mariam has a busy summer ahead of her. She hopes to qualify to compete at the Toronto 2015 Pan Am Games and will be awarded the 2014 Myrtle Canadian Cook Youth Athlete of the Year at the Athletics Canada Pan Am Games Alumni Party on July 24, 2015.

“Hosting the Pan Am Games is such an amazing step for sport in Canada. I recently had the opportunity to visit the Pan Am Aquatic Centre and Field House to meet with a nutritionist. The facility is really impressive. I’m glad we now have the opportunity to use it,” said Mariam. “With venues and facilities like this, sport in Canada can only get better.”

You can also check out Mariam in the Canadian Olympic Foundation’s Now or Never campaign!

Building Olympians: #NowOrNever



The Canadian Olympic Foundation (COF) is putting the faces of next generation athletes front and centre, highlighting the struggles and sacrifices these athletes encounter with its first-ever marketing campaign.

This is the first time the COF is partnering with the Canadian Olympic Committee (COC) on a fully integrated, digitally enabled campaign featuring 21 Canadian athletes from 11 different sports. The campaign was first launched in April with the #NowOrNever video capturing a riveting and fast-paced account of the journey of Canadian athletes, beginning with their early signs of greatness and closing with their preparation for TORONTO 2015.

The COF is now focusing on the journey of next generation athletes, telling their stories as they become Canada's next Olympians. This second #NowOrNever video picks up where the first one left off, rewinding

the footage to focus on the years of training that can be transferred into podium performances.

At the core of this campaign are three first-hand documentaries featuring the ongoing journeys of young, high-performance athletes. These athletes' perspectives provide a chance for Canadians to meet tomorrow's Olympic heroes before they stand on the world's biggest sporting stage.

Critically acclaimed Canadian director, Mark Zibert captured the essence of what #NowOrNever represents for Canadian athletes as they prepare for the Games in their own backyard. The spot closes with a call to action for Canadians to donate to the COF to help fuel the podium pipeline for future Olympic success.

Canadians will be able to experience the campaign on olympicfoundation.ca and fondationolympique.ca. Fans and media can also find the broadcast spot on CBC.

The seven next generation athletes featured in #NowOrNever include:

- > Mariam Abdul-Rashid – Hurdles (Oshawa, ON)
- > Soren Meeuwisse – Mountain Biking (Orillia, ON)
- > Jordyn Pedersen – Artistic Gymnastics (Mississauga, ON)
- > Ryan Oehrlein – Artistic Gymnastics (Georgetown, ON)
- > Megan Michelle Roberts – Artistic Gymnastics (Toronto, ON)
- > Jonathan Scripnick – Artistic Gymnastics (Milton, ON)
- > Ray Yang – Swimming (Etobicoke, ON)



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