



ALBERTA SKI JUMPING
& NORDIC COMBINED



Update – Mar 24, 2009

For immediate release

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Culinary Queen Lesley Stowe announces title sponsorship of the Canadian Ski Jumping team

Providing much-needed funding and a few lessons in the kitchen, local foodie icon supports Canada's high-flying athletes

Vancouver – Captivated by the beauty of the sport and the talent of its athletes, Lesley Stowe – Canadian chef, entrepreneur and creator of the original Raincoast Crisps – is thrilled to announce her official sponsorship of the Canadian Ski Jumping team. With essential funding needed to strengthen and advance the sport, Stowe's generous sponsorship is helping to secure a future for ski jumping in Canada.

Beyond financial support, Stowe is sharing her passion for the culinary arts with Canada's premier athletes offering tips for easy, healthy and delicious meals that will keep them fit and flying high off the ramps.

"I have always been a skiing enthusiast, but never knew the talent, drive and courage it demands until seeing these young athletes. From the first competition I attended, I was amazed at the grace and artistry of the sport and knew I wanted to help Canada's teams go the distance," said Stowe. "A healthy diet is an integral part of improving athletic performance and I am excited to share the tasty and nutritious meals I've created just for these athletes to help keep them in top training condition. I look forward to seeing if they are as smooth in the kitchen as they are on the hills!"

With Ski Jumping Canada severely underfunded, Stowe's sponsorship will support everything from coaching expenses and travel to training equipment and team clothing. With hopes of becoming medal contenders at the Olympic Winter Games, Stowe's support brings Canada's team one step closer to the podium and a place amongst fellow world-class ski jumpers.

"Without the support from Lesley Stowe, we could not continue the high-level training and coaching required to remain competitive in this sport," said Brent Morrice, chairman of Ski Jumping Canada. "This sponsorship presents an incredible opportunity for these elite athletes to reach new heights after so much hard work and dedication to their sport. We are proud to be named Lesley Stowe Fine Foods' Canadian Ski Jumping Team and can't wait to see what new milestones we can achieve."

About Lesley Stowe

Lesley Stowe is a Parisian-trained chef who began her catering company more than 20 years ago in Vancouver. A culinary pioneer, Lesley helped to develop and refine the palettes of Vancouverites with her specialty fine foods store. The store's success, combined with Lesley's ability to predict and capitalize on food trends resulted in the creation of Raincoast Crisps – a revolutionary snack food

beyond compare. Also the author of her own cookbook, the Lesley Stowe Fine Foods Cookbook, Lesley is a regular contributor to other popular cookbooks including *The Girls Who Dish* series.

About Ski Jumping Canada

Based in Calgary, Alta., Ski Jumping Canada (SJC) is the national sport governing body for ski jumping in Canada. SJC works closely with the Calgary Olympic Development Committee (CODA) to ensure the best possible high performance program for ski jumpers in Canada and equal access by all athletes to the training centre programs available at the National Training Centre. Committed to working with all partners to provide an effective and supportive program of training, coaching, travel and competitions, the various functions of SJC include:

- Promoting ski jumping Canada
- Governing the conduct of ski jumping competitions in Canada
- Selecting and training members to the ski jumping national teams
- Developing programs to train athletes, coaches, judges, and officials
- Representing ski jumping in the Canadian Snowsports Association
- Representing ski jumping in the Canadian Olympic Committee
- Representing ski jumping in Canada to Fédération Internationale de Ski (FIS)
- Ensuring proper entry of ski jumpers to FIS level competitions

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For more information, or to schedule an interview with Lesley Stowe and a member of the Canadian Ski Jumping team, please contact:

Lynsey Brothers
Wilcox Group
lbrothers@wilcoxgroup.com
www.wilcoxgroup.com
604-488-1100 / 416-203-6666

Ian Mitchell's Letter to Jacques Rogge:

Dear Dr. Rogge,

I, Ian Mitchell President Altius Nordic Ski Club, would like to express my disappointment with the International Olympic Committee's decision to exclude Women's Ski Jumping from the 2010 Winter Olympics in Vancouver/Whistler. I respectfully request you and the IOC to revisit the issue of Women's Ski Jumping at the 2010 Winter Olympics at your upcoming meeting in Denver this March 25th -27th, 2009 and include the women at the upcoming Games.

I have been involved with ski jumping as a volunteer in Canada and seen young athletes both male and female train and compete in this exciting sport. Both genders train side-by-side, day in and day out, year in and year out but only one of the genders is allowed to represent their country in the Olympic Games. In this country everyone no matter their race, religion or gender are permitted and encouraged to pursue their dreams. I believe your decision to exclude women ski jumpers is wrong, immoral and a slap in the face to every Canadian.

As Canadians we are proud of our Charter of Rights and Freedoms, which strives to be inclusive.

(Body of letter continues as in draft letter.)

And finally, **Do the right thing and allow** Women's Ski Jumping at the 2010 Winter Olympics and have the Vancouver/Whistler Olympics be the first gender-equal Olympic Games. Please let the women jump in 2010!

Thank-you and I look forward to hearing the result of the IOC meetings this March.

Sincerely,

Ian Mitchell
President, Altius Nordic Ski Club
Calgary, Alberta, Canada

*****NEW Fundraising Initiative*****

Chrissie Noble, Sport Administrator, says, "Amazing things happen when everyone gets involved!"

"Do you want to avoid volunteering for a Bingo? In an effort to raise some additional funds that will be used towards various equipment and training opportunities, Altius Nordic Ski Club is starting the FundScrip fundraiser."

What is FundScrip?

It is a fundraising program that asks you to pay for your everyday purchases with a gift-card. A percentage (between 2-7%) of the cards you purchase are donated to the club.

- It doesn't cost you anything extra
- You don't have to change where you shop or what you buy
- Your everyday purchases add up to make a difference very quickly.

Example:

You purchase a \$100 Gift card to Safeway. You get the \$100 gift-card and the club gets \$3! This doesn't sound like much, but if we all participate our club has the potential to raise **\$20,000** per year.

How do you participate?

1. It's quick, easy and online! This takes about 2 minutes
2. Go online to www.fundscrip.com and click "Join Now"
3. Pull up province and then your group: Altius Nordic Ski Club
4. Complete name, phone number, email, etc
5. It will ask you to set up an EFT (electronic funds transfer). Download a form, fill it out and fax with a void cheque to the Head Office
6. Whenever they place an order, it is deducted from your account automatically

"Get your order forms in soon! Deadline is March 30th!"

"This is an on going fundraiser, so orders will be placed on a monthly basis. *Remember these funds go towards equipment that our athletes need to be successful.*

"If you are interested in helping out with this fundraiser or have any questions please don't hesitate to contact contact Chrissie Noble (sport_administrator@shaw.ca) and/or Kelly Maurer (kellyayn@telus.net).