



## **MEDIA RELEASE**

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### **WinSport a proud partner in Frozen Thunder project**

CANMORE, Alta. – WinSport is proud to once again play a key role in helping Canada’s top Nordic athletes reach the podium, with the continued support of the Frozen Thunder project at the Canmore Nordic Centre.

Frozen Thunder is a two-kilometre long ski trail, consisting of stock-piled machine-made snow made the previous winter and stored during the summer months under thousands of cubic metres of sawdust. The project, which is a partnership between WinSport, Alberta Parks and Own the Podium, was first launched as a pilot project in 2009

“Frozen Thunder is a fine example of our commitment at WinSport to ensure that our athletes have the greatest of training capacity and facilities, supported ably by the national team programs and the expertise of the forthcoming Winter Sport Institute. Obviously parallel is the drive by the Province of Alberta to be innovative and world leading,” said Dr. Stephen Norris, WinSport’s vice-president of sport.

The Canmore Nordic Centre opened the trail on Oct. 13, allowing Canada’s national biathlon and cross-country teams to get a jump on training. The trails are maintained by Alberta Parks.

“We would certainly like to recognize the initiative and foresight shown by Alberta Parks in establishing this program back in 2009,” said Norris. “WinSport is committed to improving and securing this great example of the partnership between the high-performance sport entity of WinSport and the national teams and Parks Alberta and the Government of Alberta.”

When the pilot project began in 2009, only 400 metres of snow was stored for early season groomed trails. It was increased to one kilometre in 2010 and two kilometres in 2011. The ultimate goal is to combine the stored snow with a modern artificial surface that could create three to five kilometres of trails.

“Frozen Thunder is a critical training element for Canada’s top Nordic skiers preparing for the season’s first World Cup ski races in Europe,” said Michael Roycroft, the area manager for the Canmore Nordic Centre Provincial Park. “Unique to North America, Frozen Thunder has further solidified the Canmore Nordic Centre’s position as one of the world’s top Nordic event host facilities. We believe our athletes deserve the best tools possible to achieve their goals of international leadership.

“Through the financial backing of the Government of Canada’s commitment to the Own the Podium program, along with WinSport, this multi-year effort to funding Frozen Thunder complements the more than \$30 million these organizations, along with the Government of Alberta, have invested into the facilities and resources at the Canmore Nordic Centre over the last two Olympic cycles to help our Nordic athletes reach their goals.”

**About WinSport**

*The Canadian Winter Sport Institute provides world-class sport facilities where Canadian athletes can discover, develop and excel. WinSport owns and operates Canada Olympic Park in Calgary, Alta., the Bill Warren Training Centre located at the Canmore Nordic Centre and the Beckie Scott High Performance Training Centre on Haig Glacier, Alta. A not-for-profit organization, WinSport supports national sport organizations, encourages educational opportunities and subsidizes the operation of unique training and recreational facilities used by the nation's top athletes and the general public. For more information on WinSport please visit [www.winsportcanada.ca](http://www.winsportcanada.ca).*

**For more information, please contact:**

Dale Oviatt

Director of Communications

WinSport

T: 403-247-5601

C: 403-461-9074

E-mail: [dale.oviatt@winsportcanada.ca](mailto:dale.oviatt@winsportcanada.ca)