



FOR IMMEDIATE RELEASE

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WinSport plays major role in Canadian Olympic Team; launches Sochi Fan Central

Calgary, Alta. – Canada’s largest team of winter athletes will be representing their country at the 2014 Winter Olympics, and WinSport is proud to have played a key role on the road to their dreams.

The Calgary-based Winter Sport Institute is responsible for maintaining and operating the 1988 Olympic Winter Games facilities, providing world-class facilities, along with training and competition opportunities for snowboarders, hockey players, cross-country skiers, biathletes, ski jumpers, alpine and freestyle skiers, along with lugers and bobsleigh and skeleton athletes.

A record 181 of Canada’s 221-member team – or 82% – have either trained or competed at WinSport facilities, including Canada Olympic Park, WinSport Canmore and the Olympic Oval. At the 2010 Vancouver Games, 115 of Canada’s 202 athletes, or 57%, trained or competed at WinSport facilities.

“Providing athletes with access to WinSport’s world-leading facilities and resources has been critical for members of the Canadian team as they strive for the Olympic podium. This astounding number is a true testament to the commitment WinSport has shown to our winter athletes and in helping them achieve their goals,” said WinSport President and CEO Barry Heck. “We look forward to cheering them on in Sochi, but WinSport is already hard at work planning ahead to the 2018 Games and beyond.”

As a result of WinSport’s 1988 Legacy, its contribution to the Sochi Games and its commitment to Canadian athletes for decades to come, WinSport’s Canada Olympic Park is also excited to launch the Calgary hub for cheering on Canadian Olympians. For the next 17 days, WinSport is Sochi Fan Central.

The Olympic flag has been raised at the top of the hill at COP and the cauldron officially lit at the flag court outside the Day Lodge. The flag will remain raised and the cauldron lit until the end of the Games.

In addition:

- Skiers and snowboarders can catch all the action and highlights on our RE/MAX Colosso Vision Screen, which is located at the base of the hill near the Legacy Express lift.
- The Games will not only be playing on many of our Spinetix TVs on campus, and the RE/MAX Vision Colosso Screen, WinSport will also have large screen viewing areas on the second floor of the Frank King Day Lodge and at the Garden Café in the Markin MacPhail Centre.
- The Markin MacPhail Centre and the Day Lodge will each feature athlete recognition walls, dedicated all to athletes that have trained or competed at WinSport. You can also track their results and keep tabs on the latest Canadian medal count.
- The Markin MacPhail Centre and Day Lodge will feature Sochi Inspiration Stations, where visitors are asked to write on the wall and let us know what inspires them about the Games and our competing athletes!
- Samsung’s “Notes From Home” station leverages Samsung Galaxy Note 3 phones to enable Canadians to support our winter athletes competing in Sochi. Samsung brand ambassadors will be at their interactive kiosk in the Day Lodge Friday to Sunday each weekend of the Games to help fans write personal notes to Team Canada.

- The 88 Lounge will feature Russian themed food and drink specials throughout the Games, including menu items such as chicken Kiev and Russian Caesars.
- The retail store will feature a gold medal sale, with 30% to 50% off select items.

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About WinSport

The 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.winsport.ca.

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