

**News Release**

December 7, 2009

**Ken Read Joins the Board of WinSport Canada**

**Calgary, Alberta** – WinSport Canada is pleased to announce that Ken Read has become the newest member of its Board of Directors. Mr. Read joins a diverse group of elite athletes, business leaders and government representatives on the WinSport Canada Board.

Perhaps best known as a charter member of Canada's "Crazy Canucks", since retirement from competition, the career of this two-time Olympic athlete has covered broadcasting with CBC Sports, hosting the award-winning "MoneySense" series on The Family Network and raising over \$3.8M for cystic fibrosis research. In 2002, Mr. Read joined Alpine Canada Alpine as President and CEO building a team that transformed the culture of the organization over six years during which time the Canadian Alpine and Para-Alpine Ski Teams posted best-ever performances.

"The success of WinSport Canada has always been closely tied to maintaining an appropriate balance between a sustainable business model and providing Canada's national sport groups with the facilities they require to be the best in the world," said Gordon Ritchie, chair of the WinSport Canada Board of Directors. "We are most thankful that Ken has agreed to contribute his extensive business and sport experience to WinSport Canada's volunteer Board and help the organization continue its legacy of success."

Currently, Mr. Read is President and CEO of Alberta Alpine, and serves as a member of the FIS Alpine Committee Executive Board and Chair of both the FIS Alpine Youth and Children's Questions sub-committee and FIS Youth and Children's Coordinating Group. He sits on a number of public and private boards including Score Media Inc. and Banff Mount Norquay and is a member of the Advisory Committee for the Sport and Recreation Business program at Mount Royal University.

"WinSport Canada has an ambitious vision to develop this nation's first Canadian Winter Sport Institute. It is a model this country desperately needs, and I look forward to contributing to the fulfillment of that vision," said Ken Read. "I will be bringing my strong mix of sport and business management to a successful team as we continue to evolve the way winter sport is supported through facilities in Canada."

For more than 21 years, WinSport Canada's disciplined business focus has successfully built upon the foundation of the 1988 Olympic legacy assets. WinSport Canada has become Canada's leader in developing and sustaining world calibre winter sport training facilities that give Canadian high performance athletes the ability to become the best in the world and recreational athletes the chance to discover and develop in sport.

**About WinSport Canada**

The Canadian Winter Sport Institute provides world-class sport facilities where Canadian athletes can discover, develop and excel. WinSport Canada owns and operates Canada Olympic Park, the Bill Warren Training Centre in Canmore, the Beckie Scott High Performance Training Centre on Haig Glacier, Camp Green on Farnham Glacier and funds two-thirds of the operating costs of the Olympic Oval in Calgary. A not-for-profit organization, WinSport Canada 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 Canada, please visit [www.WinSportCanada.ca](http://www.WinSportCanada.ca).

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