

**FOR IMMEDIATE RELEASE:  
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**WinSport Canada Names Stephen Norris as Vice-President of Sport  
—One of world's top sports physiologists to focus on providing athletes resources to excel—**

**CALGARY**—WinSport Canada added one of the nation's leaders in sport excellence to its executive management team by naming Dr. Stephen Norris as its new vice-president of sport on Monday.

Dr. Stephen Norris has worked with many of Canada's national sport organizations over the last two decades where he has played a critical role in propelling dozens of Canadian winter-sport athletes to the Olympic, World Championship and international podiums. A director of sport physiology and strategic planning at the Canadian Sport Centre Calgary from 1995-2010, Norris has worked with national team officials, coaches and athletes implementing long-term strategic performance plans aimed at achieving excellence. Norris also played a key role as a primary consultant for Canada's successful Own the Podium high-performance and technical program between 2005 and 2010. In March 2010, Dr. Norris opened his own sport consulting business and has been active with B2Ten, Canadian Sport Centre Calgary, Hockey Canada and Alpine Canada.

"Stephen will be instrumental in developing the plans to create a "best in class" facility at Canada Olympic Park and more importantly in creating the necessary ingredients to uncover the code to the continuous development of world class performance from Canadian athletes. We also look forward to his input in pulling together the optimal configuration of the High Performance Training Centre and the completion of the nation's first Canadian Sports Institute" said Dan O'Neill, president, WinSport Canada.

"I'm thrilled to have the opportunity to elevate and expand on the legacy already in place in Calgary with the goal of delivering the resources our athletes need to win," said Norris, who has been passionately involved in Sport Canada's "Canadian Sport For Life" program aimed at increasing participation in sport and athlete development. "We are going to work hard on building strong relationships with our partners and national sport organizations to foster and develop a world-leading sport institute that will encourage more youth to get involved in sport, develop them into high-performance athletes and ultimately create more medal winners for Canada."

Norris has also served on the Board of Directors for Cross Country Canada, Swimming Canada and Bobsleigh Canada Skeleton. He also completed his tenure on the editorial board of the International Journal of Sport Physiology and Performance in 2010, but continues to review academic and industry papers for peer-reviewed journals.

**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, 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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**FOR MORE INFORMATION:**

*Brendon Arnold  
Media Relations Manager  
WinSport Canada  
T: 403-247-5601  
E-mail: [Brendon.arnold@winsportcanada.ca](mailto:Brendon.arnold@winsportcanada.ca)*