



MEDIA ADVISORY

Wednesday, June 29, 2011

WinSport Canada Set to Unveil New Summer Thrill Ride

Invitation to Summer Media Day at Canada Olympic Park

Calgary, AB – On July 5th, media are invited to Canada Olympic Park (COP) to witness the unveiling of the newest thrill ride at the Park – the Summer Bobsleigh.

Equipped with wheels and a driving component in the rear, the new sleek summer sleds can travel up to 100 km/h and reach 4 G Forces while traveling down the Olympic track at COP. A handful of Olympic bobsleigh athletes will be on hand to assist with the unveiling.

Due to limited space, the first 32 media to RSVP will secure their spot in a sled on July 5th. Following the bobsleigh portion, media also have an opportunity to experience the zipline or mountain biking.

Timeline: Tuesday, July 5th, 2011

- 12:00 p.m. – BBQ and bobsleigh unveiling
- 1:00 p.m. – First sled goes down track
- 3:00 p.m. – Last sled goes down track
- 3:00 p.m. – Zipline and mountain biking

Where: Bobsleigh start house
Canada Olympic Park
88 Canada Olympic Road S.W.
** 85th street entrance is still closed*

All media who would like to experience the summer bobsleigh, zipline or mountain biking must RSVP to Brendon Arnold brendon.arnold@winsportcanada.ca.

For more information about WinSport Canada's special events, hours of operation and Park discounts, please visit www.winsportcanada.ca or pick up the Spring/Summer Program Guide at COP.

- 30 -

For more information, please contact:

Brendon Arnold
Media Relations Manager
WinSport Canada
T: 403-247-5601
C: 403-461-9074
E-mail: brendon.arnold@winsportcanada.ca