



Words from the Chairman – October 2008

In this issue of the Canada Games e-newsletter we celebrate the support of the Canada Games and our athletes. Support for our high profile alumni, support from our proud corporate partners and support for our next generation champions are all highlighted in this issue.

Who could ever forget the recent 2008 Beijing Olympics? The Olympics represent a time for a spotlight on sport, but also for us all to remember where many of these high performance athletes started to shine... the Canada Games. Kayaker Adam Van Koeverden's silver-medal performance, Thomas Hall's bronze medal in the C-1 1,000 canoe race, and Alexandre Despatie's finishing second in the men's three-metre springboard diving competition were all memories that we all celebrated as we congratulated our alumni on their performances.

In addition to athletic excellence, we were recently able to announce and celebrate some great partners who are building support of the Canada Games. Xerox Canada has been named the title sponsor of the Canada Games Council's Transfer of Knowledge Program for the next three years and the Forzani Group, has been named our founding national partner with a ten year partnership. We are thrilled with these announcements. Building longer-term partnerships allows us to create better relationships with the corporate community, allows our partners to activate between and over more than one set of Games and places less pressure on future Host Societies when a percentage of the fundraising has already been secured.

Olympians in waiting were also celebrated recently with the announcement of the 2008 Canada Games FAST Track Athlete Grants. These grants were announced with a grassroots media relations campaign that organized many interviews and some editorial for our grant winners.

Please enjoy our fall 2008 issue.

Larry Smith
Chairman, Canada Games Council

