

## Where are They Now?



Three of Canada's most accomplished luge athletes, Chris Moffat, Ian Cockerline and Regan Lauscher may have moved on from competing in the sport, but they are still very much involved since their retirement this fall.

Moffat and Cockerline have come back into the program to assist with coaching development level athletes in Calgary. The three-time Olympian Moffat, who teamed up with his brother Mike to post a best-ever seventh-place finish in doubles racing last February in Whistler, is travelling to Salt Lake City with luge coach Monica Gorham.

Two-time Olympian, Ian Cockerline, is also balancing school and work to help guide the next generation of Olympic luge athletes. During his spare time, Cockerline will help part-time with instructing the young kids when they are training in Calgary.

Three-time Olympian, and the only luge athlete to ever win a silver medal on the World Cup, Regan Lauscher has resumed her career in the media. Lauscher, a graduate of the journalism program at Mount Royal College in Calgary, has been covering sporting events for the Globe and Mail as a freelance writer. Lauscher also did colour commentary for TSN's broadcast of the Luge World Cup in Calgary.

## Luge Alumni Provides Cash for Results

Canada's luge athletes are racing for cold, hard cash in addition to medals on the World Cups this winter.

The Canadian luge team will receive cash bonuses for podium and top-10 results thanks to a unique partnership with a Calgary businessman and former slider, John Hooks.

Hooks, president and CEO of the oil and gas company Phoenix Technology Services Inc., is giving \$5,000 for a gold medal, \$3,000 for silver or bronze and \$2,000 for a top-10 result. He also donated \$10,000 to the team this season.

Gough became the first Canadian luger to win multiple World Cup medals in a single season with bronze medals in Igls, Austria, and another in Park City, Utah, earlier this month. She also finished seventh on her home track in Calgary, which means she's raked in \$8,000 in bonus money so far this season.

"It's such a great thing to have and I'm really happy he's come back into the program with the incentives," Gough said.

"It's really nice to have the ability to put money away and not have to live cheque to cheque. For there to be an incentive when you do well, it's a nice bonus."

Hooks competed in the Canadian championship in the men's open class as recently as a decade ago.

He took his wife and two children to Whistler, B.C., in February to watch the Olympic luge competition. He spoke to Canadian Luge Association executive director Tim Farstad there about the team. Then there was a chance meeting with slider Sam Edney in the U.S. Customs line at the Calgary International Airport in April.

"Right away we talked about the Olympic experience," Edney said. "He was there with his kids and his wife and he said how amazing it was. That was what got him really excited about trying to help out the team."

A Canadian has never won an Olympic medal in luge. Hooks is providing cash bonuses for results the sliders believe they can achieve.

"I wanted to make it so it was actually attainable," Hooks said. "It would be easy to say 'Here, if you win I'll give you a bunch of money,' but the history is it's difficult to beat the German girls and guys."

"Even if the Canadians got into top 10, that would be something, so I actually tried to make it so they got money in the top 10."

He intends to provide performance bonuses to the team until the 2014 Winter Games in Sochi, Russia.

The athletes insist the thought of money isn't a distraction in the start hut.

"It's more about having the performance first and being happy about the perks later," Gough said.

The bonuses can help the national team retain athletes who may consider quitting and joining "the real world," according to Farstad.

"Every year our athletes finish the season and have that thought 'Do I want to continue? Is it worth it? Do I want to start a real life?'" he said. "When they're weighing the pros and cons, I hope this is one of those things that they consider a pro."

The World Cup season hits the midway point next week in Koenigssee, Germany. Gough and her teammates want to take advantage of Hooks's generosity.

"Honestly, I say 'Go for it,'" Hooks said.

## PartyLite Helps Canada Take on the World



PartyLite Canada continues to help fuel the drive to the podium for Canadian Luge athletes.

Inspired by the Canadian Luge Team's participation in the FIL World Luge Championships in Cesana, Italy, on January 29-30, 2011, the nation's leading fragrance and home décor company is offering five candle packs (containing six votives each) in winter fragrances in the colours of the Canadian and Italian flags - Cinnamon & Bayberry (red) and Ice Snowberries (white) for Canada; Bamboo Mist (green), French Vanilla (white) and Apple Orchard (red) for Italy. The World Champions Votive Pack is available until January 31 for \$25, and is available to purchase by visiting [www.partylite.ca](http://www.partylite.ca). Two dollars from each sale will go to the Canadian Luge Association.

A proud supporter of the Canadian Luge Association since 2009, PartyLite has created fundraising initiatives in honour of the 2010 Winter Games and other special occasions. The company has raised more than \$114,000 for the Association to date.

PartyLite was visible during the Calgary World Cup by selling packages in the Festival Tent. PartyLite also presented candles to the top-six in each race category.

## Alex Gough Rewrites Canadian History Books



Canada's Alex Gough has added a new chapter to the Canadian luge history books by becoming the first athlete ever to win three World Cup medals - not to mention all in once season.

Gough opened the new year in a familiar spot — on the World Cup medal podium.

The Calgarian was third in a women's luge World Cup race in Koenigssee, Germany

"I went into the season hoping that a podium would come," Gough said. "Once it did, I experienced what it was like to be there and I also learned that I can be there."

"I know it is not going to happen every week. But things have changed in that it is the goal every week now."

The 23-year-old Gough captured her first World Cup medal in Winterberg in December. After a seventh-place finish in Calgary, she was back on the bronze medal position of the podium in Park City, Utah two weeks later proving the work that went into a busy off-season of training.

"I had really good training runs this week and felt good coming into the race," Gough said. "This track has a really flat start, so the hard work I did on my starts this summer really paid off here today."

Gough kept the Canadian Luge Association staff busy updating the record books this year. She is the first Canadian luger to win three World Cup medals and the only athlete ever to win multiple World Cup medals. No other Canadian has won more than one. They were Marie-Claude Doyen (1984 in Sarajevo), Tyler Seitz (2002 in Calgary), and Regan Lauscher (2004 in Lake Placid).

"I, obviously, know people are talking about the history of these results," Gough said. "But I think being in it makes it hard to appreciate right now because I'm so immersed in the season."

Gough is a two-time Olympian and had Canada's best-ever finish at a World Championships where she was fourth in 2009.

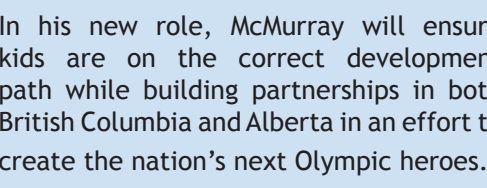
## Matt McMurray to Help Develop Luge in Sea-to-Sky Corridor



Former Canadian Luge Champion, Matt McMurray, has been hired on as the sliding development coach with Pacific Sport's Canadian Sport Institute in Whistler, B.C. with the financial support of the Province of British Columbia.

McMurray, who has been introducing young athletes to the sport of luge in B.C. and Alberta over the last four years, will focus on increasing athlete volume in the program on Canada's west coast while teaching kids to slide safely.

In his new role, McMurray will ensure kids are on the correct development path while building partnerships in both British Columbia and Alberta in an effort to create the nation's next Olympic heroes.



## Catch the Calgary Luge World Cup on TSN



The Calgary Luge World Cup will be televised on TSN and TSN2 in January.

The broadcast, hosted by two-time Olympic luge athlete Regan Lauscher and Jock Wilson, will provide highlights of all three race categories.

The following is a broadcast schedule: *(Note all times are EST)*

**TSN2**  
January 16 1 p.m.  
January 17 7:30 p.m.

**TSN**  
January 27 1 p.m.

A special thank you to all race officials, volunteers and families for your contribution to staging another successful World Cup event in Canada.

## Quote of the Month

"My confidence is good right now, but this sport is such a mental game within yourself. I want to keep having good results. It is great for our sport, but I can't get ahead of the process. Once I get home and process everything this spring, I think it may hit home what I have accomplished."

*...Alex Gough on winning three World Cup bronze medals*

## Excellence is in the Genes

John Fennell hopes one day to slide for Canada at the Olympic Winter Games.

The 15-year-old Calgarian, who is competing in his second season on Canada's junior luge squad, has good genes on his side to help get him there.

Fennell's father, Dave, is a former defensive lineman for the Edmonton Eskimos of the Canadian Football League. After Graduating from the University of North Dakota in 1973, Fenell played for Edmonton from 1974-83, and helped lead the team to five straight Grey Cup championships from 1978-82 as a key member of the defense.

Nicknamed "Doctor Death," the elder Fennell was named CFL Most Outstanding Defensive Player in 1978, CFL Most Outstanding Canadian in 1979 and Defensive Star of the 1978 and 1982 Grey Cup games. The executive vice-chairman of Golden Star Resources, Fennell is a member of the Canadian Football Hall of Fame, and was voted as one of the CFL's Top 50 players in 2006.

Young John is on his way to following his father's path of sport excellence. Travelling the Junior World Cup circuit this year, John finished sixth at the Canadian Championships and gained his first taste of international experience at the Junior World Championships in 2010.