



VELOCITY

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August 2007

SAM EDNEY PREPARES HIS SLED FOR A LONG CRUISE TO 2010

Olympic luge athlete Sam Edney will be driving more than his sled down the track to the 2010 Olympic Winter Games in Vancouver. The 23-year-old Calgarian will also be cruising at sea level.

Edney will be taking part in a unique campaign to showcase the beauty of British Columbia and this great country's Olympic hopefuls. As a result three new B.C. Ferries are being wrapped with a massive invitation to the 2010 Olympic and Paralympic Winter Games in Vancouver including athlete photos.

Each of B.C. Ferries' new 160 metre 'Super C-class' ships - the Coastal Renaissance, the Coastal Inspiration and the Coastal Celebration - will proudly display substantial images and branding colours representing the Games. They will begin their journey to British Columbia from Flensburg, Germany, via the Panama Canal this fall, and will include promotional stops in London, Los Angeles, San Francisco and Seattle to raise awareness for the 2010 Winter Games and to promote the province as a tourist destination.

"It is truly an honour to have had my image selected as part of this project," said Edney. "I have seen a rendering of the Coastal Celebration and the scope and colours of the images are really quite awe-inspiring. I can't wait to see it in person!"

All of the ships will be in full service by the summer



of 2008, and as David Hahn, B.C. Ferries president explained in an earlier press release, "The Super C's are the most advanced ferries of their kind in the world and each ship will be seen by hundreds of thousands of visitors - it's hard to imagine a more uniquely 'B.C.' way to promote the 2010 Games."

Vancouver's Organizing Committee (VANOC), together with 3M Canada, the B.C. Government and B.C. Ferries spearheaded this project and couldn't be happier with the exciting result.

Along with Edney's slick sliding photo from the Torino Olympics, the Coastal Celebration will also be wrapped with a Team Canada celebratory shot of women's hockey stars Kim St-Pierre, Charlene Labonte and Sarah Vaillancourt, plus two beautiful B.C. coastal images.

The other two ferries will feature speed skating's Francois-Louis Tremblay and Eric Bedard; Paralympic sit-skier, Jeffrey Penner; snowboarding's Mercedes Nicoll; and curling's Russ Howard.

Not bad company for Edney as the up-and-coming star embarks on an exciting voyage of his own towards the podium in 2010.

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CANADIAN LUGE TEAM BLANKETS CALGARY IN KARBON T-SHIRTS



set out to dress Calgarians in national team Karbon t-shirts in an effort to raise additional funds for the organization's high-performance sliding programs. With a goal of selling 5,000 shirts across the country, the campaign got off to a successful start in Calgary. Close to 100 of the "Marathon Tees" with the CLA logo were nabbed during the official launch of the campaign, giving the athletes just one more boost towards the podium.

"Being out at Canada Olympic Park, we often don't get a chance to mingle with downtown Calgary or visitors to the city," said Tim Farstad, executive director, Canadian Luge Association. "It is through events like these that we are able to reach out to the community, gain some additional exposure for our sport and athletes, but most importantly showcase our sponsor – Karbon."

The Karbon t-shirt campaign will continue throughout the season. The Canadian Luge Association will be selling the shirts at major events throughout the season. The t-shirts can also be purchased online at www.luge.ca.

Team Canada slid into downtown Calgary in their special designer race suits to raise awareness for their sport and offer corporate Calgary a chance to hop on a sled and take a ride down one of two trainer ramps placed on Stephen Avenue Mall in August.

The entire Olympic luge team, along with Canada's next generation of luge heroes, were on-hand to offer instruction and take on the challenge of some very keen Calgarians.

"It was great to see such a large turnout for this event," said two-time Olympian Regan Lauscher. "I think it generated a lot of interest and I'm hoping this momentum will continue

to grow as we prepare for our World Cup season this year and look towards 2010."

The special appearance truly did reach a large number of Calgarians. The crowd that gathered was made up of many downtown people out enjoying the sunshine, but there were also a number of young kids who got involved.

The Canadian Luge Association (CLA) also



KEEPING UP WITH THE ALUMNI – IT'S A BOY!



One of Canada's most successful luge athletes, Tyler Seitz, has a new challenge on his hands these days – changing diapers. Tyler and his wife, Krista, are proud parents of a new baby boy.

Tyler and his wife, Krista, welcomed the addition of Henry Eugene Seitz to their family on August 2. Weighing in at 7 lbs 4 ounces, baby Henry arrived at 10:57 p.m. after a long but successful labour.

A two-time Olympian, Seitz made history in 2002 when he became the first Canadian male to win a World Cup medal in luge. Seitz slid to the bronze-medal position on the podium at the Calgary World Cup. Following his memorable race, Seitz retired from the sport after competing for 14 years on the national team.

Congratulations to Tyler and Krista. We look forward to seeing you both with Henry at the track!

