

# VELOCITY

v é l o c i t é

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www.luge.ca

## CANADA'S SLIDING SPORTS GAIN SUPPORT IN QUEST FOR PODIUM

Dow Chemical Canada Inc. will be trackside supporting Canada's bobsleigh, luge and skeleton athletes' quest for the international podium as the sole supporter sponsor and provider of chemicals, plastics, agricultural chemicals and chemistry to the three national teams.

A diversified chemical company that harnesses the power of innovation, science and technology to constantly improve what is essential to human progress, Dow Chemical Canada will provide financial and promotional support through the 2013 season which will be utilized to contribute to the equipment, training and coaching costs incurred by the national teams.

"Dow has a proven record in achieving excellence and we are thrilled to be partnering with an industry leader based in Canada that will give our athletes a competitive advantage on the tracks around the world," said Tim Farstad, executive director, Canadian Luge Association. "Our preparation for international competition will definitely be enhanced by Dow's financial support. This deal represents a



collaborative and innovative partnership that will play a key role in our drive to the podium."

Over the term of the sponsorship, Canada's sliding sport athletes will also benefit from Dow products such as epoxy resins which are used on the high-performance sleds and insulation materials and cooling fluids which are used in the construction and operation of the tracks. In addition, Dow will have a presence

at World Cup competitions in Canada, and be a sponsor of the America's Cup Calgary, an international competition which boasts the best development bobsleigh athletes from around the world.

"We are delighted to support Canada's bobsleigh, skeleton and luge athletes," said Jeff Johnston, president, Dow Chemical Canada Inc. "Through this exciting partnership, we are committed to providing Canada's top sliding athletes with the resources they need to win now, and well into the future. Sharing in these athletes' quest for gold will instill a source of pride for Dow employees across Canada and we are excited to be a part of the team."

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# CAPTAIN CONNELLY GUIDES NEXT GENERATION OF LUGE TROOPS

Kyle Connelly has always set ambitious goals for himself and he is now doing that for Canada's next generation of luge athletes that he has been charged with as the new head coach.

"As a coach, you are definitely not the important one. You do anything and everything to help your athletes get to the top," said Connelly about the difference between being an athlete and a coach. "You spend extra hours making sure everything is perfect, so that when they get on the sled you have done the best for them."

And this is where the veteran Olympian from the 2002 Salt Lake City Games sees a bit of an advantage. Connelly has built a good relationship with the athletes over the last few years as he's been through the Canadian system – first involved in the development program and as a domestic coach. Connelly's goals are to bring more consistency. He has worked alongside the athletes year-round in their training and looks to improving work ethic and transferring the athlete's summer activities to build that results base quicker.

Connelly feels the inspiration is as different as the rewards for a coach versus an athlete. Not that they aren't equally satisfying . . . just different. "There is nothing better than



sliding, the feeling you get when you love to fly. When athletes do well, you are proud to be a part of it, but it is a different type of reward," explained Connelly.

There is definitely still a part of Connelly, the competitive athlete, that wonders what would have been, had he not retired from sliding in September 2002. Every once-in-awhile, when he has the chance, Connelly grabs a sled and takes a run down the track. He was never far away from the sport with all his coaching while attending school, and remembers the thrill.

Connelly enjoyed a very impressive junior career with seven World Cup podium finishes, two overall World Cup podium finishes

and three Junior World Championship medals. This all led him to the 2002 Olympic Winter Games where he landed in 11th place, tied for best ever Canadian finish.

His main reason for retiring was to go to school, and he has now completed his Bachelor of Kinesiology with a major in Athletic Therapy from the University of Calgary. Always involved at some level, Connelly did have to take a step back from the sport in his third year to concentrate on his studies, but acted as an assistant coach in his final year. While at school, he also worked with the Dino's football team and track and field athletes.

Leading into the start of the 2007-08 season, Connelly has been working 60 hours/week but does hope this tapers off to more normal working hours. He will be away from home on the European circuit for seven weeks total.

However, when he finds the time outside of the sport he loves, lives and breathes, Connelly does his best to stay active by playing a little catch football, running or sailing. He will also soon be busy making wedding plans as he got engaged over the Labour Day weekend.

## EXPERIENCE THE LUGE WORLD CUP FIRST HAND

The world's best luge athletes are coming to Calgary, November 23-25, 2007, for the Viessmann Luge World Cup and the Canadian Luge Association is need of volunteers to help stage another world-class event.

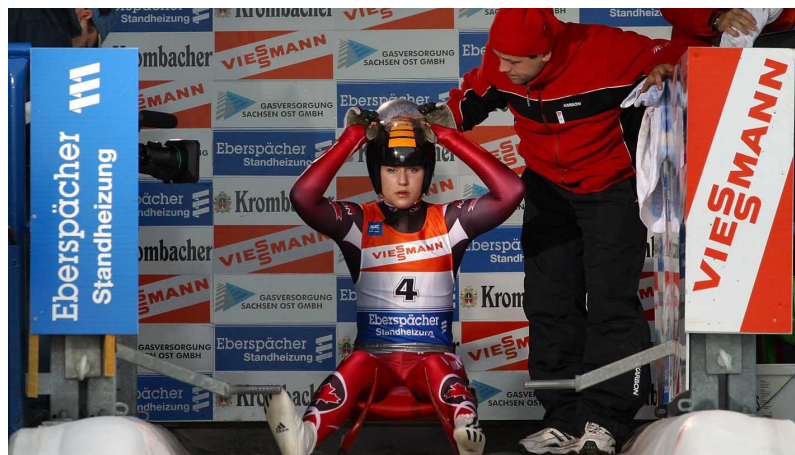
### Volunteers are need for a variety of positions including:

- VIP hosts and hostesses;
- Grandstand "cheerleaders" and hosts/hostesses;
- Track/event hosts/hostesses;
- Production assistants (event tent decorating etc.);
- Marketing assistants (possible signage/poster installation);
- Track sweepers;
- Security;
- Luge rides in the Ice House;
- Race office.

More volunteer positions will be posted as the need arises. Volunteers will need to be available during the following times:

<b>November 23</b>	<b>evening</b>
<b>November 24</b>	<b>1-11 pm (1-6 p.m. and 6-11 p.m. shifts)</b>
<b>November 25</b>	<b>1-9 p.m.</b>

If you, or anyone you know, are interested in helping to successfully run the 2007 Viessmann Luge World Cup, please contact Stacy Pothier at [spothier@shaw.ca](mailto:spothier@shaw.ca).



# CNDN CHAMPIONSHIPS

## NEXT GENERATION OF OLYMPIC LUGE ATHLETES TAKE ON THE WORLD

Canada's junior luge athletes are putting down their final training runs of the fall and ready to take on the top junior luge athletes around the globe on the Junior Luge World Cup.

**The following are competition dates for the 2007-08 Junior Luge World Cup.**



**Winterberg, Germany**  
**Altenberg, Germany**  
**Igls, Austria**  
**Königssee, Germany**  
**Park City, USA**  
**Calgary, CAN**  
**Lake Placid, USA**

**November 23-24, 2007**  
**November 30 – December 1, 2007**  
**December 7-8, 2007**  
**December 14-15, 2007**  
**January 17-18, 2008**  
**January 24-25, 2008**  
**February 7-8, 2008**  
**(Junior World Championships)**

## SLIDING WITH CANADIANS AND TOURISTS TO CALGARY

The Canadian Luge Association is teaming up with CODA to offer Calgarians and visitors to the city the opportunity to hop on a luge sled and try the world-unique Olympic sport. Guests will receive an introduction to the sport, instruction from one of our country's nationally-carded athletes and experience the thrill of this sliding sport on the Olympic Track in Calgary.

The cost for public to experience luge will be \$20/ride. All proceeds from the program will go directly to supporting the Canadian Luge Association's national development programs.



## FOLLOW THE PROGRESS OF CANADIAN LUGE ATHLETES ON THE NEW LUGE.CA

Through the financial and creative support of Nucleus, fans and followers of the Canadian Luge Team will have the opportunity to stay-in-touch with Canada's top senior and junior luge athletes as they battle the world's best on the Canadian Luge Associations revamped website, Luge.ca, on the Internet.

The new site will have a designated Members Area, through Virtual Office by SportWeb. Important information will be posted here for athletes, parents, officials, volunteers and committee members. A username and password is needed to gain access, and an account will be set up for all program participants. With the new site, the CLA will no longer have to rely on a webmaster to handle updates and can post things from the back-end of the website.

Luge.ca will help the Canadian Luge Association communicate with Canadians and international followers, providing detailed information of the Canadian Luge Team. Through athlete testimonials, photographs, athlete bios, and up-to-date news and an alumni section, the site has been designed to engage Canadians in the Canadian Luge Team's pursuit of excellence and the international podium.

We encourage you to have a look today!

