

Canadians want to Own the Podium at the 2010 Olympic & Paralympic Winter Games, National Survey Indicates

(Calgary - 13 July 2006) A recent survey conducted courtesy of NRG Research Group revealed that almost 3 out of 4 Canadians (73%) approve of the Own the Podium 2010 goal to make Canada the top medal finisher at the Vancouver 2010 Olympic Winter Games and to place in the top 3 nations at the Vancouver 2010 Paralympic Winter Games.

In addition, 69% of Canadians say that it is important for Canada to be the top medal finisher at the Vancouver 2010 Olympic Winter Games.

"These results are very significant in terms of demonstrating Canadian support for high performance sport," said Dr. Roger Jackson, CEO of Own the Podium 2010. "With Canada's strong showing at the recent Olympic and Paralympic Winter Games in Torino and the increased financial and technical support provided to winter sports, we are well on our way to achieving the goals of the Own the Podium 2010 initiative."

"It is wonderful to see so much support among Canadians for our athletes and for the Own the Podium initiative" said Michael Chong, President of the Queen's Privy Council for Canada, Minister of Intergovernmental Affairs, and Minister for Sport. "Canada's new Government is proud to be working with the Olympic and Paralympic Committees and Own the Podium 2010 to support our athletes in achieving our goals at Vancouver."

"The performances of our athletes leading up to and in 2010 are a fundamental component to the overall success of staging the Olympic and Paralympic Games in 2010," said John Furlong, CEO of the Vancouver Organizing Committee for the 2010 Olympic and Paralympic Games. "Thanks to our government and corporate partners, who have shown an unprecedented commitment to amateur sport through their financial contributions to Own the Podium 2010, all Canadians will have reason to celebrate the success of our athletes, ensuring that the 2010 Winter Games in Vancouver are truly Canada's Games."

The results of the survey also show that Canadians see important benefits to achieving a first-place medal performance at the Vancouver 2010 Olympic Winter Games. The most cited benefits relate to international recognition for Canada and increasing Canadians' pride in their nation.

Canada's recent success in Torino is a strong indication of how technical and financial support to our high performance athletes is already paying off. Canadian medal count from previous Olympic and Paralympic Games also suggest that Canada is on track to Own the Podium in 2010.

Canadian medal count at Olympic and Paralympic Winter Games:

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|------|-------------|-------------------|----------------------|
| 2006 | Torino | 24 Olympic medals | 13 Paralympic medals |
| 2002 | Salt Lake | 17 Olympic medals | 15 Paralympic medals |
| 1998 | Nagano | 15 Olympic medals | 15 Paralympic medals |
| 1994 | Lillehammer | 13 Olympic medals | 8 Paralympic medals |



"As the organization responsible for the Canadian Olympic team, it's encouraging to see that Canadians support our goal of being the top country at the 2010 Olympic Winter Games in Vancouver," said Chris Rudge, CEO of the Canadian Olympic Committee. "With the additional technical support provided by the Own the Podium initiative and the support of all the winter sport partners, I am confident that Canadians across the country will have many reasons to cheer when our athletes take the stage in Vancouver and Whistler."

Brian MacPherson, COO of the Canadian Paralympic Committee said: "Canada's Paralympic Team is at work right now to make these OTP podium goals a reality. Staff and athletes across the country are planning, training and innovating to make these the best Paralympic Games in Canada's history and to make the Paralympic Games a Canadian sport staple!"

The research also indicated that:

- * 24% of Canadians have heard of the Own the Podium 2010 initiative
- * Almost 1 out of every 2 Canadians are more likely to do business with companies that support Own the Podium 2010

The survey was carried out by NRG Research Group. A total of 1,213 randomly selected interviews were administered between May 18 to 29, 2006. The margin of error associated with the results is +/-2.8%, 19 times out of 20.

About Own the Podium 2010

Own the Podium 2010 (OTP) is a national coordinating body uniting government, corporate and sport partners towards an inspired, unprecedented achievement in international sport. Through OTP's leadership, Canadian athletes and coaches will receive technical support and the additional financial resources through dedicated "excellence funding" to make Canada the top medal finisher at the 2010 Olympic Winter Games, and place in the top three nations at the 2010 Paralympic Winter Games.

Half of the \$110 Million in funding for OTP originates from the Government of Canada through Sport Canada. The other half of the funding comes from the Province of British Columbia, Bell Canada as Founding Corporate Partner, General Motors of Canada, Hbc, McDonald's, Petro-Canada, RONA and RBC Financial Group. The Canadian Olympic Committee, Canadian Paralympic Committee and Vancouver 2010 also provide professional services and resources to OTP.

About NRG Research Group

NRG Research Group is one of Canada's premier and fastest growing market research and opinion polling companies. NRG provides both quantitative and qualitative research services through Calgary, Edmonton, Vancouver, Winnipeg and Toronto and Halifax offices to clients throughout North America and worldwide. For more information visit our website at www.nrgresearchgroup.com.

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