



MEDIA RELEASE

DON'T MISS CHANCE TO RUN WITH OLYMPIC FLAME

WELLAND- For Immediate Release- April 6, 2009 - Imagine running along a Welland street holding the Olympic Flame, passing friends, family and community members as they look on with pride and awe. There's still time to get that chance.

Thousands of Canadians will be needed to hold the Olympic Torch as it begins its relay in Victoria on October 30. The relay, which is presented by Coca-Cola and RBC and supported by the Government of Canada, starts October 30 in Victoria, British Columbia. It arrives in Welland on Monday, December 21, 2009.

"Holding the Olympic Flame will be a once in a lifetime experience," stated Mike Seguin, Chair of Welland's Olympic Torch Relay Committee. "We hope many residents submit their names to be considered." Interested torchbearer candidates from Welland may apply at www.iCoke.ca or www.rbc.com/carrythetorch. Both programs invite Canadians to share a brief story about how they plan to make themselves, their community or their country a better place.

The Welland Olympic Torch Committee is also looking for former Olympians from the area to help promote the Olympic Torch Relay within the community.

Since it was formed earlier this year, the Committee has held 2 events – the first to announce Welland as a host city for the Olympic Torch and an event in February to mark one year to the start of the 2010 Vancouver Games. In addition, it has launched a student banner contest to promote Welland's participation in the Olympic Torch Relay. Students have been invited to submit artwork depicting "What The Olympics Mean To Our Community." Entries will be judged, prizes will be awarded to the winners, and the winning designs will be used to create banners promoting the Olympic Torch Relay.

"This is one of many ways we hope to share the spirit of the Olympic Torch throughout the community and invite our young people to become more involved with this event," stated Mr. Seguin.

For further details on the student banner contest, please go to www.welland.ca or consult your child's school principal. Background document on Olympic Torch Relay attached.

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For further information, contact
Mike Seguin, OTR Chair
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About The Olympic Torch Relay

The Olympic Flame will visit Welland on Monday, December 21, 2009 as one of approximately 1,020 communities during its 106-day journey across the country. The torch relay will visit every province and territory, including Canada's most northern, southern and eastern points, before arriving back in the host province of British Columbia for the start of the Games on February 12, 2010.

Each of the 12,000 torchbearers selected for the relay will receive a brand-new torch to carry the Olympic Flame for their part of the journey. The individual torches, manufactured by Bombardier, may be purchased by the torchbearer after their run to pass down as a family heirloom. The torchbearers will also receive a complete torchbearer uniform, designed by the Hudson's Bay Company, consisting of a jacket, pullover pants, toque and knitted red mittens. The winter white uniforms with bright bursts of blue and green feature the Vancouver 2010 Olympic Torch Relay emblem on the chest and the universally recognizable Olympic Rings on the back. The uniforms are a commemorative keepsake for the torchbearers to remind them of their part in the historic journey.

Already, several torchbearers have been announced by Coke and RBC, including: Caleb Taylor, 35, of Regina, who teaches hockey to inner-city youth; environmental activist Sue McLennan of Quebec; 16-year-old soccer enthusiast Catherine Charron-Delage of Longueuil, Que., and Katie Willoughby, 14, of Port Williams, NS., who plays soccer and volleyball.

Further information on the 2010 Olympic Torch Relay is available online at www.vancouver2010.com/torchrelay.

About VANOC

The Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games (VANOC) is responsible for the planning, organizing, financing and staging of the XXI Olympic Winter Games and the X Paralympic Winter Games in 2010. The 2010 Olympic Winter Games will be staged in Vancouver and Whistler from February 12 to 28, 2010. Vancouver and Whistler will host the Paralympic Winter Games from March 12 to 21, 2010. Visit www.vancouver2010.com for further details on programs and schedules.

About Coca-Cola and the Olympic Movement

The Coca-Cola Company has been associated with the Olympic Games since 1928 and is the longest continuous corporate supporter of the Olympic Movement. Through the Olympic Games, Coca-Cola encourages people to create their own path of "positivity" in everyday life by believing that anything is possible. The Company's sponsorship supports National Olympic Committees in more than 200 countries to help athletes train and compete. The Coca-Cola Company is the exclusive non-alcoholic beverage provider to the Olympic Games through 2020. For more information about Coca-Cola Canada, please visit our website at www.cocacola.ca or our parent company's website at www.thecoca-colacompany.com.

About RBC

As part of our commitment to helping create a better Canada, RBC sponsors amateur sport, from grassroots programs in local communities to national sport associations that support the development of amateur athletes who compete at home and abroad. Canada's longest-standing supporter of the Canadian Olympic Team since 1947, RBC continues its sponsorship through the Vancouver 2010 Olympic and Paralympic Winter Games and is proud to bring the Olympic Spirit to communities across Canada as co-presenting sponsor of the Vancouver 2010 Olympic Torch Relay. RBC is also a premier sponsor of Hockey Canada, the Canadian Snowboard Team, the Canadian Freestyle Ski Team, Athletics Canada and the Canadian Paralympic Committee. Visit www.rbc.com/sponsorship.

About the Government of Canada

The Government of Canada is proud to make 2010 a celebration for all Canadians. Through strategic investments in programming and funding, the spirit and excitement will be felt far and wide and leave lasting legacies for future generations. Through the Olympic Torch Relay, the Government of Canada is supporting citizen and community participation, as well as the inclusion of Aboriginal, ethnocultural and official-language communities. For more information on the Government of Canada's contribution to the Vancouver 2010 Olympic and Paralympic Winter Games, visit www.Canada2010.gc.ca.