



FAMILY & FRIENDS PLANNING GUIDE AND HELPFUL TIPS

SOCHI 2014 OLYMPIC WINTER GAMES

Produced by the Canadian Olympic Committee

FORWARD

My mom and dad are the reason I ski and a fundamental reason that I excelled. They drove me from race to race, sharpened my edges, waxed my skis, and even helped lace up my boots, way back when buckles were still a new innovation. As a result of their deep involvement in advancing both our ski club and others, they were central to my success and to the success of many other racers of that era.

A twist of fate meant that by the time I finally went to the Games in 1980, my parents were already Olympic veterans. Although I had been named as a member of the 1976 Canadian Olympic Team, I had completely ruptured two of the four ligaments in my right knee just 10 days before the Opening Ceremony and was unable to go. However, as my parents had already begun their trip, we decided they should stay and experience the Games. They cried at the Opening Ceremony in Innsbruck while, back in Canada, the 18 year old who didn't know if he would ever qualify again (along with the 8 year old inside) cried watching it on TV!

By the time Lake Placid 1980 rolled around, I was already a veteran of the Tour and was a winner at the highest level outside of the Olympic Winter Games and Worlds. At 22, I was still considered young for the high stakes world of Downhill. While hopes were high, conventional wisdom said that no North American, never mind a Canadian, was going to win an Olympic medal in a marquee event at the Olympic Winter Games.

As a team, the Crazy Canucks were favorites. With the Games only 80 km south of the Canadian border, the pressure on us was enormous! My parents understood this and were quietly supportive from afar. They always respected the space I needed to perform my best and these Games were no exception. I only laid eyes on them once during those Games, and that was during the Opening Ceremony. But this time, I was there to see them shed their tears. And I won a medal too!

STEVE PODBORSKI

Sochi 2014 Chef de Mission for the Canadian Olympic Team
Alpine Skiing
Lake Placid 1980 Olympic Winter Games – Bronze Medallist



INTRODUCTION

Steve's success at the Olympic Winter Games is remarkable, yet his story highlights a common thread that every Olympian shares: the important role family and friends can play in the athlete's Olympic experience.

With this in mind, the Canadian Olympic Committee (COC) is pleased to share the "Family & Friends Planning Guide and Helpful Tips", designed to assist family and friends of potential Canadian Olympic Team members as they prepare for the upcoming Sochi 2014 Olympic Winter Games.

The COC has drawn on the experience of active and retired Olympians, coaches, support team members and family members with Olympic Games experiences, to develop this resource guide.

With some advance planning, honest dialogue and a well thought-out Games Plan, we are confident that you will have a wonderful Sochi 2014 Olympic Winter Games, filled with amazing memories, great stories and once-in-a-lifetime experiences.

- CANADIAN OLYMPIC COMMITTEE

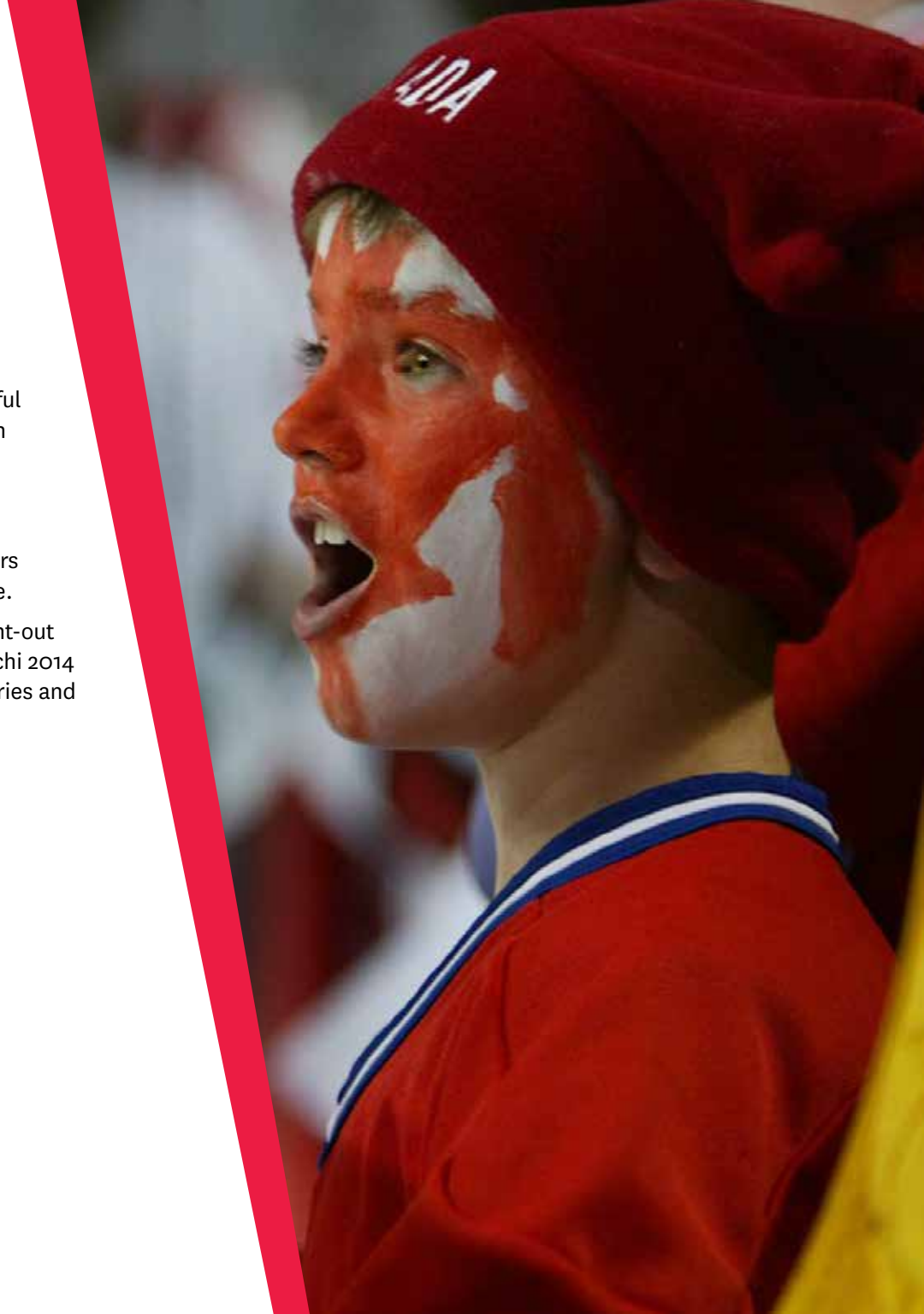




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SECTION I

FAMILY & FRIENDS PROGRAM

FAMILY & FRIENDS PROGRAM

The Canadian Olympic Committee's (COC) Family and Friends Program (F&F) is designed to provide specific pre-Games and Games time services and resources for family members and friends of Canadian Olympians competing at the Sochi 2014 Olympic Winter Games. Working together with our National Sport Federations (NSF) and sport stakeholders, the COC will host family members and friends so that athletes, coaches and team leaders can focus on performances. Canada Olympic House (COH) is the physical location for, and an integral component to the delivery of the COC's onsite Family and Friends Program.

PRE-GAMES SERVICES & RESOURCES:

- The COC is ready to assist family and friends with any questions they may have or additional information they may need. You can contact us at family&friends@olympic.ca.
- The COC's Family and Friends website (www.family.olympic.ca) is the home to all the latest Games information.
- Feel free to call the COC's Toll-Free number (1-866-239-0084) for assistance.
- The COC's Family and Friends Officers will provide information to assist you in the lead up to and at Games.
- The Pre-Games Orientation Sessions for family and friends will be held across Canada in November 2013. Exact locations are to be determined and will be available on the F&F Website.
 - Vancouver – Monday, November 4th 2013
 - Calgary – Tuesday, November 5th 2013
 - Toronto – Wednesday, November 6th 2013
 - Montreal – Friday, November 8th 2013
- Media tips on how to conduct an interview, protocols, key messages and hot topics.
- Language services (Russian).

GAMES TIME SERVICES & RESOURCES:

- COH makes families and friends feel part of the Canadian Olympic Team and encourages them to participate in the Olympic Games.
- Dedicated Family and Friends Officers will be “in-person information resources” to assist athletes, family and friends.
- Local telephone numbers for immediate and practical information staffed by staff and volunteers (English, French and Russian).
- Dedicated special events for athletes and their family and friends including Opening and Closing Ceremony Celebrations at COH.
- Family and Friends Welcome Package.
- Sponsor gifting and sampling.
- COH will be open every day during the Olympic Winter Games from 11 a.m.-11 p.m. (times subject to change pending competition schedules and special events).
- COC assistance with arranging ground transportation from the Sochi airport to your hotel and back (at individual cost).
- COC assistance with procuring sim cards and internet sticks (at individual cost).



SECTION II

OLYMPIC GAMES CHECKLIST & ON-SITE PLANNING TOOLS

OLYMPIC GAMES CHECK-LIST AND ON-SITE PLANNING TOOLS

Detailed below is a list of helpful hints and tips to assist family and friends of potential Canadian Olympic Team members prepare for their Sochi 2014 Olympic Winter Games experience.

OVERALL

THE OLYMPIC GAMES ARE DIFFERENT

Even athletes with extensive international competition or previous Olympic Games experiences can become overwhelmed and thrown off their normal routines as a result of the unique demands presented by the Games. Expect that athletes may act differently around family and friends leading up to and during the Olympics.

LOW MAINTENANCE

As it relates to planning, scheduling and logistics, as well as making on-site demands on an athlete's time (tickets, visits, transportation, schedules, information, etc.), it is best for family and friends to adopt the approach of being 100% self-sufficient. Athletes already have a lot on their minds in preparation for the Games. In addition, athletes do not typically have much "insider" information regarding many of the logistical and operational issues applicable to the general public.



PRE-PLANNING

Avoid making the decision to attend the Sochi 2014 Olympic Winter Games conditional upon athlete qualification. Athlete qualification usually occurs well after many logistical and financial commitments need to be made. Unfortunately, this is a reality of the Games.

PLAN EARLY

Identify a person to act as a central coordinator. Reserve accommodation, tickets and air travel as early as possible. Use all available resources through your sport, the Canadian Olympic Committee and its partners to assist with these important elements. Athlete qualification and participation at the Olympics is never guaranteed (it is sport!) so look carefully at deposit and refund clauses as well as cancellation dates.

PREPARE FOR THE UNEXPECTED

There are potentially numerous daily stressors presented to family and friends during an average Olympic day that can fray the coolest of nerves. This should be the expectation going into the Olympics. For example, family and friends can be left feeling disconnected from their athlete's daily routines and experiences and left wanting to be part of the "inside scoop." Getting around can be a challenge (especially near the Olympic sites). Accommodation booked in advance may not be what was expected or perhaps not as close as expected to Olympic sport venues. Try rehearsing at other low-key events or competitions to implement your Olympics plan and strategies.



GETTING ORGANIZED

Establish a lead contact. Identify a person to act as a central coordinator within the group of family and friends.

ESTABLISH A LEAD CONTACT

Identify a person to act as a central coordinator within the group of family and friends. This is especially important for groups larger than five people. Set up a private Facebook site or use other social networking utilities, e-mail lists, cell phone numbers (while at the Olympics) to help share information and establish strong lines of communication. Establish contact with the NSF F&F Key Contact (see APPENDIX I at the end of this document), and Canadian Olympic Committee's Family and Friends Officers.

KNOW SPORT-SPECIFIC PLANS AND POLICIES

Each sport will typically establish its own set of rules regarding family and friend visits with team members, or to the team accommodation, including protocols regarding mobile phone use, etc. Individual sports may also have their own

hospitality houses for family and friends, or host special receptions. Through your family and friends lead, establish regular contact with the NSF F&F Key Contact.

KNOW CANADIAN OLYMPIC TEAM PLANS AND POLICIES

It is important to note that there are no family and friends visits permitted to the Olympic Villages. (See appendix III).

PRE-REGISTER FOR CANADA OLYMPIC HOUSE (COH)

In Sochi, the COC will have two locations for family and friends. COH in the coastal cluster and a second smaller family and friends drop-in center in the mountain cluster.

The purpose of COH is to provide a distraction-free environment and a relaxed and friendly meeting place for the members of the Canadian Olympic Team, their family and friends, coaches, support staff, Mission Team, sponsors, sport and government partners as well as special national and international guests.

COH is the hub for "sponsor activation" initiatives from corporate partners of the COC, providing interactive opportunities and brand profile for sponsors with Canadians attending Canada Olympic House.

Please note that COH is a private facility that requires pre-registration and accreditation with the Canadian Olympic Committee for entry.

Information regarding access and registration will be shared at a later date.

UPON ARRIVAL

GETTING AROUND IS A CHALLENGE

The Olympic environment presents a number of logistical, security and operational challenges for persons without accreditation looking to interact with Team members. Athletes travel within dedicated and secure Olympic “bubbles”. Sometimes it requires significant effort for athletes to meet with people outside of these bubbles. Therefore, any seemingly casual meeting or encounter can turn into a half-day adventure and will often require meticulous planning ahead of time by both the athlete and family member(s). Important rest and relaxation time can be wasted by an athlete as a result of unexpected logistical difficulties.

Information on transportation routes is available on the Sochi 2014 website to assist you in getting around (http://www.sochi2014.com/en/games/strategy/legacy_games/materials/transport/).

SPECIAL EVENTS AND MEETINGS

Training and final phase preparation is the athlete’s number one priority. Athletes and teams will have a number of special events to attend during Games (ceremonies, media interviews, COC partner/sponsor events, team dinners, etc.). He or she will typically be very picky in selecting events to attend. Family and friends are encouraged to organize private family events/meetings (where the athlete can attend) well in advance of the Games and should avoid organizing anything with the athlete on-site (during the Games) or prior to competition. Some sports will, however, create windows of availability for family and friends’ visits in order to minimize team and training disruptions. Check with your NSF F&F Key Contact.



CANADA OLYMPIC HOUSE

The COC’s Canada Olympic House (COH) is the primary site for hosting of the Canadian Olympic Committee’s special guests, both from the government, sport and corporate sectors. Family & Friends should look at what they have been invited to and make a plan ahead of time as to which events they will attend. It is important to respect RSVP deadlines in order to guarantee your invitation.

IMPORTANT CONSIDERATIONS

EVERYONE HAS A ROLE

No different than a coach or manager, family and friends have an important role as part of the athlete's support team. It is important for family and friends to know their role at the Olympics. The only real way to know what your role is (or is not), is to discuss well ahead of time various scenarios, expectations and options with your athlete. Try to write these down and keep things simple and clear. If you come up with a plan, stick to it.

ESTABLISH SOME COMMUNICATION GROUND RULES

Who calls who during the Games? Family and friends should keep busy creating their own fun adventures every day at the Games. From an athlete's perspective, knowing that family and friends are busy doing their own thing relieves them from worrying. Wait for the athlete to make the calls and be available on the athlete's time. Leading up to the Olympics, over the pre-Olympic fall/winter season (October 2013 – February 2014), set some house rules about how much Olympic talk is allowed at the dinner table.

THE GAMES ARE THE ATHLETES' PLACE OF WORK

The Olympics are often referred to as the biggest show on earth. Athletes are working to achieve the best athletic achievement of their entire career at this "show." This requires focus, preparation and planning on everyone's part. There is a good chance that you will not even see him / her until the day after the competition is over.

STRIKE THE RIGHT BALANCE

Athletes quite often need to be given independence (space at times), but they need hugs too. Creating the right mix of support vs. encouragement is an important and delicate issue. Well-meaning and loving family members can create added levels of stress to a competing athlete by trying too hard to provide that extra bit of encouragement. This can be especially disruptive to an athlete's pre-competition routine if these family and friends have never been to a competition or the Olympics before. The bottom line is to remember that athletes simply need to know that family and friends are there for them first and foremost as the family member/friend, not the athlete, not the result.



BEST PRACTICES - FAMILY & FRIENDS

GETTING AROUND IS A CHALLENGE

Discuss “the plan”: Well in advance, gather information and direction from the athlete, Team Leader and Canadian Olympic Committee and understand what programs are available such as Canada Olympic House (COH) and other hospitality houses, celebration days, etc. Develop a strategy and communicate this plan to all family and friends who will be at-Games and at home.

PRACTICE AT OTHER EVENTS

Go to a competition and try to implement your “Olympics” plans and strategies.

YOUR INDEPENDENCE

Be removed from your Athletes’ day to day plan. Athletes and family and friends are not on the same “vacation.” You do your thing, let the athletes do theirs.

SUPPORT VERSUS ENCOURAGEMENT

Just being there is plenty. Too much “you can win,” “get a medal,” etc., can be draining. Simply let them know you’ve got their back: “I believe in you,” “you’re ready,” etc.

UNDERSTAND THEIR NEEDS

Every athlete is different, but typically, focus, space, and rest time are extremely important to their overall preparation and therefore are not considered free or down time (minimize your requests).

GOOD DISTRACTIONS

Conversation about your adventures and normal life (not sport and the Olympic Games) can be very relaxing (tell them non-Games stories, normal stuff).

BE RESOURCEFUL

In order to alleviate additional burdens on the athlete as well as on the NSF Team Leaders, the COC’s F&F Officers and NSF F&F Key Contacts should be your first points of contact if you have any questions (i.e.: regarding travel, tickets, accommodations, etc.) or if something unplanned happens. Know who they are and have their contact information handy. Be resourceful and know where to get information. Identify a family and friends lead for your group who is responsible for collecting the information and liaising with key F&F Officers and NSF F&F Key Contacts.

BE NORMAL

Family and friends get stressed too – almost more so. Do not try to be extraordinary just because you are at the Olympics. You do not need to do anything special. Be normal.

HAVE A ‘RESET’ BUTTON PLAN

If your athlete is starting to behave abnormally, have a simple, familiar way of helping them to get back to normal.

SUPPORT ATHLETE PRIVACY INITIATIVES

If an athlete gets a unique phone number or email for Games time use, let the athlete dictate who has access to them. Create an information tree beyond that.

THINGS TO AVOID - FAMILY & FRIENDS

UNWANTED DISTRACTIONS

A steady stream of communication (questions, notes of support, requests for time) can be exhausting and can distract an athlete's focus.

ACTING AS A SPORT PSYCHOLOGIST/COACH

Words of advice for mental state, technical suggestions, critiques of officiating/judging are not helpful.

FREQUENT INQUIRIES REGARDING RESULTS AND QUALIFICATION

Minimize frequent questions related to the Olympics qualification status, like "Have you qualified yet?" or "When are you going to qualify?" Develop an understanding of the qualification process and key dates. NSF websites are a good source of this type of information. Sport is unpredictable and there are no guarantees. That's why it's so fascinating to watch!

PROVIDING MEDIA WITH TOO MUCH INFO

An athlete may be careful about sharing state of mind, injury status, etc. Family and friends are welcome to discuss their own situations but avoid providing 'insight' into the athlete's situation. Contact your sport media attaché if you need help in preparing for possible media questions.

MAKING YOUR ATHLETE WORRY ABOUT YOU

The better you are prepared and indicate that you are content and independently capable, the more your athlete can relax and perform.

TICKET DEMANDS

Athletes have no access to tickets. Some National Sport Federations will have secured tickets. Inquiries should be coordinated through the NSF F&F Key Contact or other designated NSF person. The COC's Family and Friends Officers can provide guidance and direction.

TRAVEL PLANNING QUESTIONS

Athletes typically have no idea about the best hotels, restaurants, transportation (they rarely plan their own trip). The COC's Family and Friends Officers will be able to provide assistance.

IMMEDIATE CONTACT PRE-COMPETITION

The athlete knows you wish them well. It is often not in the best interest of performance for family and friends to indicate their presence or best wishes immediately before competition. This can actually detract from focus and preparation.





SECTION III

FROM THE ATHLETES' PERSPECTIVE

ATHLETE FEEDBACK: WHAT THEY WANT, WHAT THEY NEED, WHAT THEY HOPE FOR

The Canadian Olympic Committee (COC) hosted a group of Olympic hopefuls as part of a four-day Olympic Excellence Series (OES). Athletes were asked for their feedback on what they would like from family and friends.

It is important to have a specific conversation with your athlete about what they want and need. Athletes feel very grateful for all the support they have received but they also feel obliged to be generous with their time and may say 'Yes' to simple but time/energy consuming requests from family and friends at the expense of their own preparation.

Below is a list of items that athletes would like their family and friends to either maximize or minimize.

“WHAT I NEED FROM MY FAMILY AND FRIENDS”:

“We need you to pick a contact person for logistical purposes – I don't want to be stressed answering questions”

“Don't give us sport-specific advice, please!”

“I need unconditional support without judgment. Don't have expectations for us – have one-way accessibility”

“Stay on the other side of the fence and be happy – we love you!”



My parents have never been in front of me or behind me, rather beside me. Never have I felt pressure from them to achieve a certain result or level of training. Quite the opposite, they were always there to listen to me and to discuss the best avenues to pursue when I was confronted with trying circumstances.

They were in attendance for three of the four Games that I competed in. Yet, ironically, I would only see them after the conclusion of my competition. With the arrival of the Games, everything was so intense, so structured that I didn't search for them through the maze of transportation, security and

accreditation processes. They knew that if I needed them, I would find a way to contact them.

It was a much greater pleasure to locate them once the race was over, like that special moment just before the awarding of the medals for the race that I had just won at the Lillehammer Games. We were waiting in a small Norwegian house for our ride to the official venue, and spent 45 minutes reminiscing about the events of that magical day and also the highlights of my career up to that point.

This unique moment will remain forever etched in my mind, and in some respects, it was a token of

my appreciation for all the rides, ski equipment, trips and all that is involved in an athlete's journey to the ultimate sports goal: the Olympics.

JEAN-LUC BRASSARD

*Sochi 2014 Assistant Chef de Mission for the Canadian Olympic Team
Freestyle Skiing
Lillehammer 1994 Olympic Winter Games
– Gold Medallist*



THE OLYMPICS ARE A VERY EXCITING BUT ALSO VERY NERVE RACKING TIME. IT IS CRUCIAL FOR THE ATHLETES TO CREATE AN ENVIRONMENT THAT PUTS THEM IN THE POSITION THAT ALLOWS THEM TO BE IN THE BEST HEAD SPACE FOR THEIR MOMENT. EACH ATHLETE'S NEEDS ARE DIFFERENT.

For me, I am very happy that my family was there to support me in London. I was also very happy that they did their own thing, made their own plans and did not rely on me for anything. It was a great balance, they let me be, allowing me to focus on the task at hand, training and competing but it was nice that they made themselves available when I wanted and where was convenient for me if I felt I wanted to see them or speak to them. It was important to establish these boundaries.

After competing, I loved that they were there. Seeing their reaction in the stands brought me as much joy as my medal. My family are the ones who have supported me the entire way and they were the ones who I wanted to celebrate that moment with the most.

ROSIE MACLENNAN

Gymnastics – Trampoline

London 2012 Olympic Games - Gold Medallist





**“THE OLYMPICS IS ABOUT
PUTTING IT ALL TOGETHER
AT ONE MOMENT IN TIME.
HAVING FAMILY & FRIENDS
UNDERSTAND AND RESPECT
WHEN YOU NEED SPACE OR
WHEN YOU NEED THEM CAN
MAKE THE DIFFERENCE IN
MY PERFORMANCE AND MY
OLYMPIC EXPERIENCE.”**

MALCOLM HOWARD

Rowing

Beijing 2008 Olympic Games – Gold Medallist;

London 2012 Olympic Games – Silver Medallist

For me, the Olympics was more than a competition, it was the culmination of my biggest dream. The Olympics changed my life, and I am extremely happy to have experienced this moment with my family. Before a major competition, I don't want to talk to my parents, as I find it to be an additional source of stress. They are, however, the first ones with whom I want to celebrate! My parents are therefore the last ones to whom I want to talk before a competition, but the first ones afterwards, regardless of how I perform. My parents have been the driving force behind my career; without them, I would have never risen to such great heights. They have played all the roles, so it does not make any sense to avoid having them by me at the most important event in my sports career. By the same token, I don't want them to be a source of distraction.

ANTOINE VALOIS-FORTIER

Judo

London 2012 Olympic Games - Bronze Medallist



**“I DESIGNATED MY MOM AS THE
LEAD CONTACT FOR MY FRIENDS
AND FAMILY WHO CAME TO
SUPPORT ME AT THE GAMES. SHE
WAS FAMILIAR WITH THE FAMILY
& FRIENDS PROGRAM SO SHE
COULD DELIVER INFORMATION
AND ANSWER ANY QUESTIONS
FOR THEM. THIS ALLOWED ME
TO FOCUS ON MY PREPARATION
AND PERFORMANCE, KEEPING
OUTSIDE DISTRACTIONS TO
A MINIMUM.”**

PAULA FINDLAY
Triathlon
London 2012 Olympic Games



At the 2012 London Olympic Games my parents and older sister were able to come and support me and the rest of the Canadian National Women's Soccer team. I think it's fair to say that my family has been my biggest supporters my entire career and winning the first traditional team medal since 1926 - I wanted to be able to share the experience with them.

The Olympics are obviously one of the most incredible sporting experiences out there and with that comes a lot of distractions. We made a team decision to stay away from social media and media in general during the Games but in preparation for the games none of us really thought of our families coming as a potential distraction. With finding hotels, transportation, tickets, wanting to see us - all totally normal things, it was going to be crucial for all of us to maintain our energy while still feeling connected and supported by our families.

I was able to enjoy the best experience of my life with the people I love most in the world and for that I couldn't be more grateful!

ERIN MCLEOD

Women's Football

London 2012 Olympic Games - Bronze Medallist





My family has played a critical role in my sports career. This human wave that engulfs us on our journey and propels us toward our goals can't be understated; and the Canadian Olympic Committee understands this dynamic. The Family and Friends Program is proof of this. This family, our friends and the Olympic family as I commonly refer to it, is akin to the seventh man on the ice. It's an advantage and an intangible asset all in one that can trigger positive vibes right from the opening faceoff. The applause, the loud chants, the hugs, the words of encouragement or simply a silent yet caring presence can impact favorably our well-being as athletes.

When a 35 year-old athlete learns that she will have a chance to wear the maple leaf at the next Games, no matter how relentless they are in their efforts to reach that goal, they can't do it alone.

Despite being surrounded by people who were opposed to the idea of women playing hockey, my parents continuously encouraged me. And my brother always kept me close to him, a bit protective of his kid sister. No hot coffee or heaters for my parents who would hang over the boards to cheer me on, brimming with pride as their lips turned purple!

In 1998, in my 10th year as a member of the Canadian team, I was competing at the Olympic Winter Games in the first year women's hockey was recognized as an Olympic sport. I experienced my Olympic dream at the age of 39...

Hats off to my parents and grandfather who encouraged me to pursue my love of this magnificent sport and to my friends who understood that high performance sports involves many sacrifices. I would also like to acknowledge the invaluable contribution of the members of my professional entourage who have always been understanding about my numerous trips.

So here I am heading to Sochi with my t-shirt still emblazoned with the maple leaf, but without skates! It's my turn to be a part of this giant human wave. I am in a good position to tell you that friends and members of my family, whether here with me or on the other end of the phone or on our computer screen, influence our ability as athletes to focus our efforts on performance by minimizing the influence of risks that hinder our pursuit of excellence.

We will be complicit in this endeavour in the days to come. We will form a big family that will be the envy of the entire world.

FRANCE ST-LOUIS

Sochi 2014 Assistant Chef de Mission for the Canadian Olympic Team

Women's Ice Hockey

Nagano 1998 Olympic Games – Gold Medallist



SECTION IV
MEDIA

MEDIA PRESENCE BEFORE/AT THE OLYMPICS

Media interest in sport increases during the Olympics. Canadian media will be interested in speaking to all of the athletes of the Canadian Olympic Team as well as their coaches, family members and friends.

MEDIA RELATIONS TEAM

The COC has put together a media relations team to provide important support to athletes before, during and after the Olympics. Each sport has a designated media attaché (see Appendix II), that is selected by their NSF and is part of the COC's media relations team, whose goal is to manage the media's needs to allow athletes to focus on their performance. The media attaché is the "go-to person" for the sport for all media inquiries. They will coordinate all media activities undertaken by their sport, which will include (among other things):

- Press conference(s)
- Media availabilities at training and competition
- Facilitating mixed-zone process
- Arranging telephone interviews
- Victory Management Plans
- Flash quotes and other needs

The Media Attaché will also be responsible for providing information to the media on the sport, such as:

- Schedules
- Start lists and timing
- Athlete biographical background



MEDIA TIPS

The media attaché is also a resource for family members and friends in dealing with the media. Feel free to contact them for any advice with respect to an interview. The following are some key tips:

- Media are often interested in talking with family members. Decide ahead of time which family member(s) is well suited for this role and can act as the family spokesperson. The media attaché for your athlete's sport will need contact information for the family member(s) at the Olympics to coordinate interview requests.
- Develop some key messages. What do you want to say about your family member? Are they okay with your messages? Try to anticipate some of the types of questions you could be asked so you are prepared to respond.
- What are some of the hot topics around the Games? Are you prepared to answer questions related to them? If not, do not hesitate to refer the media to someone else from the sport or the COC who may be better informed on that topic. Never speculate.
- Provide family and friends venue seating locations to share with your attaché. The Television Host Broadcaster and photographers will want to have shots of family and friends watching the athlete's event and will ask the attaché to provide their seating locations.
- Don't give out your athlete's personal or Games specific cell phone number to anyone. This phone number is not to be shared and media must go through the media attaché to establish interviews with the athlete.
- Be cautious as to what you write about your athlete on social websites (Facebook, Twitter, Blogs, etc.) as this information can become public very easily and quickly.





SECTION V

CONTACT INFORMATION & USEFUL LINKS

CONTACT INFORMATION & USEFUL LINKS

CONTACT INFORMATION:

The Canadian Olympic Committee is here to assist you with both your pre-Games planning and Games time needs. Please do not hesitate to contact us with any questions you may have or if you need more information:

family&friends@olympic.ca

COC Toll-Free Number: 1-866-239-0084

USEFUL LINKS:

Canadian Olympic Committee (COC) www.olympic.ca

Facebook: [Canadian Olympic Team](#)

Twitter: [@CDNOlympicTeam](#)

Foreign Affairs and International Trade Canada: www.travel.gc.ca/RRR

Sochi 2014 Olympic Winter Games: www.sochi2014.com/en/

Trekking Hellas (Accommodation): <http://www.sochi2014accommodation.com/>

CBC Sports – Sochi 2014: <http://www.cbc.ca/sports/olympics/>



APPENDIX

Appendix I

NATIONAL SPORT FEDERATIONS' FAMILY & FRIENDS KEY CONTACTS

SPORT	FIRST NAME	LAST NAME	EMAIL
Alpine Skiing	Marissa	Matthews	mmatthews@alpinecanada.org
Alpine – Ski Cross	Marissa	Matthews	mmatthews@alpinecanada.org
Biathlon	Chris	Lindsay	clindsay@biathloncanada.ca
Bobsleigh	Reid	Morrison	reid@incredibletravel.ca
Cross Country Skiing	Ashley	Wright	awright@cccski.com
Curling	Jock	Tyre	jock@kelownacurling.com
Figure Skating	Celina	Stipanic	cstipanic@skatecanada.ca
Freestyle Skiing	Jessica	Hawker	jessicahawker@freestyleski.com
Ice Hockey – Men	Brad	Pascall	bpascall@hockeycanada.ca
Ice Hockey – Men	Derek	Blais	dblais@hockeycanada.ca
Ice Hockey – Women	Meghan	Hunter	mhunter@hockeycanada.ca
Luge	Tim	Farstad	tfarstad@luge.ca
Nordic Combined	Curtis	Lyon	curtislyon@skijumpingcanada.com
Skeleton	Reid	Morrison	reid@incredibletravel.ca
Ski Jumping	Kelly	Johansson	kellyjohansson@skijumpingcanada.com
Snowboard	Aimee	Maiatico	aimee@canadasnowboard.ca
Speed Skating – Long Track	Jennifer	Cottin	jcottin@speedskating.ca
Speed Skating – Short Track	Jennifer	Cottin	jcottin@speedskating.ca

Appendix II

MEDIA ATTACHÉS

SPORT	NAME	TELEPHONE	EMAIL
Alpine Skiing	Keith Bradford	403-620-2362	kbradford@alpinecanada.org
Alpine – Ski Cross	Keith Bradford	403-620-2362	kbradford@alpinecanada.org
Biathlon	Chris Dornan / Nathan White	281-703-4394 / 613-866-7946	chris.dornan@ownthepodium.org / nwhite@swimming.ca
Bobsleigh	Chris Dornan / Patrick Godbout	281-703-4394 / 514-213-9897	chris.dornan@ownthepodium.org / patrick@synchro.ca
Cross Country Skiing	Chris Dornan / Nathan White	281-703-4394 / 613-866-7946	chris.dornan@ownthepodium.org / nwhite@swimming.ca
Curling	Al Cameron	403-463-5500	acameron@curling.ca
Figure Skating	Barb Macdonald	613-894-1769	bmacdonald@skatecanada.ca
Freestyle Skiing	Kelley Korbin	778-772-0161	kelleykorbin@freestyleski.com
Ice Hockey – Men	André Brin	403- 777-4557	abrin@hockeycanada.ca
Ice Hockey - Women	Francis Dupont	403-777-4564	fdupont@hockeycanada.ca
Luge	Chris Dornan / Patrick Godbout	281-703-4394 / 514-213-9897	chris.dornan@ownthepodium.org / patrick@synchro.ca
Nordic Combined	Catherine Cardinal	514-247-8821	ccardinal@olympic.ca
Skeleton	Chris Dornan / Patrick Godbout	281-703-4394 / 514-213-9897	chris.dornan@ownthepodium.org / patrick@synchro.ca
Ski Jumping	Catherine Cardinal	514-247-8821	ccardinal@olympic.ca
Snowboard	Nadia M'seffar	604-220-8566	nadia@canadasnowboard.ca
Speed Skating – Long Track	Antonio Faiola	403-701-0940	afaiola@westjet.com
Speed Skating – Short Track	Marie-Annick L'Allier	514-983-8236	ma@malallier.com

Appendix III

OLYMPIC VILLAGE ACCESS

In order for any non-accredited person to access the Olympic Village they must be allocated a village guest pass. At each Games, the COC has access to a limited number of guest passes each day. Our first priority is to ensure that those individuals who need Village access to perform their Olympic role receive a Guest Pass. These individuals include personal coaches, additional health care staff, Mission Team members etc. Once these groups are taken care of, we generally have very few (if any) guest passes remaining. If we offer what is remaining to family and friends to visit the Village, the result is that one or two athletes end up extremely happy but a great deal more athletes end up being disappointed. In order to eliminate this disappointment - a potential performance distraction - it has been decided that there will be no Village day pass access for family and friends. The COC and the National Sport Federations appreciate your understanding in this matter.



Appendix IV

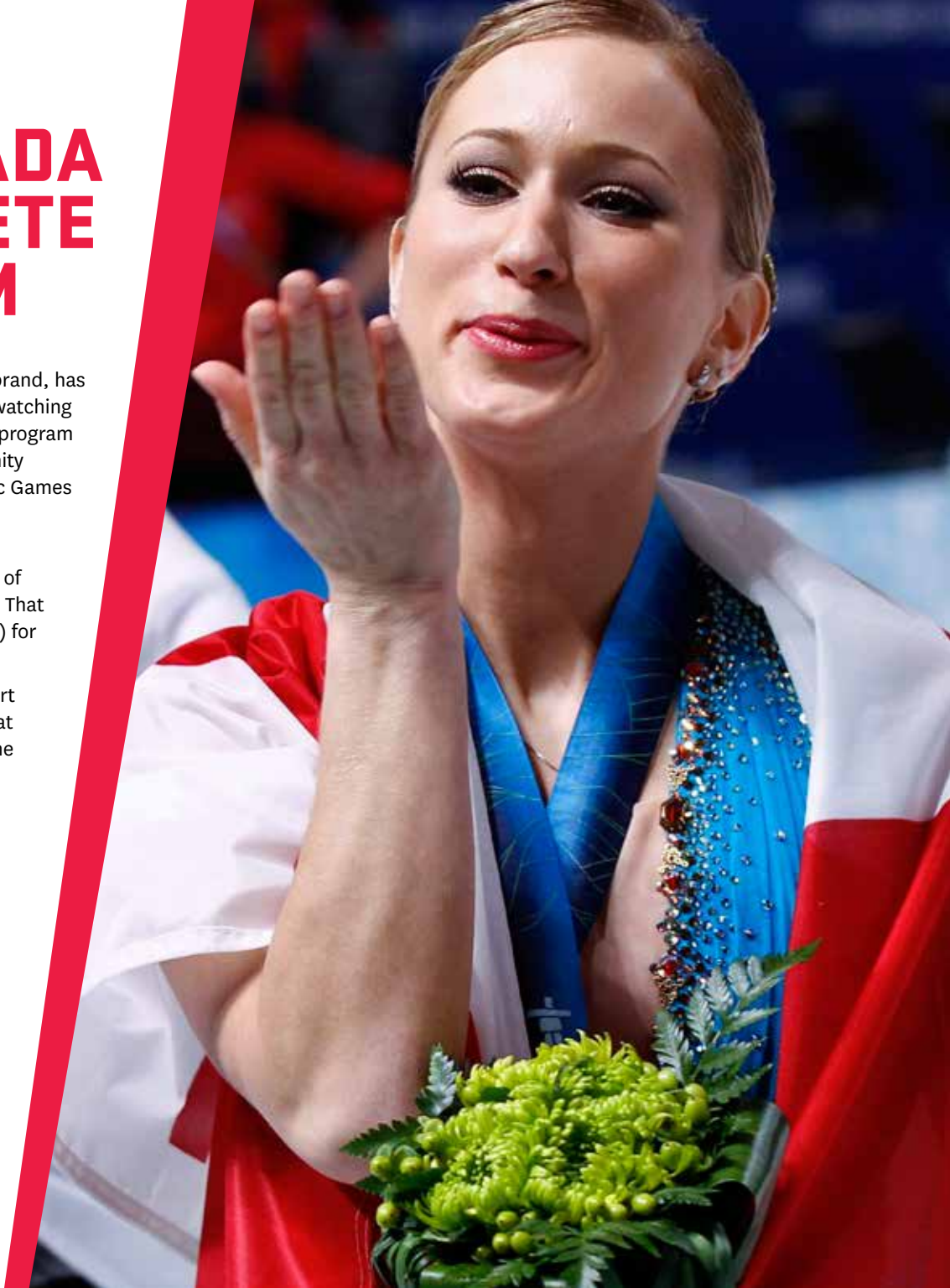
THE PETRO-CANADA CANADIAN ATHLETE FAMILY PROGRAM

Since Vancouver 2010, Suncor Energy, through its Petro-Canada brand, has helped to ensure that Canadian athletes have family and friends watching them compete live at the Olympic Games. The parameters of the program shift slightly depending on ticket access availability and opportunity provided by each respective Organizing Committee of the Olympic Games (OCOG) but the spirit remains the same.

As part of the continued partnership with the Canadian Olympic Committee, Petro-Canada will once again offer family and friends of the athletes the chance to share the Olympic experience in Sochi. That means that Petro-Canada will pay for two tickets (category B or C) for every event that a Canadian athlete competes in.

Details of this program will be communicated to the National Sport Federations for Canadian Team Members at a later date. Note that the program is uniquely intended for the families and friends of the athletes and as such, resale of tickets is strictly forbidden.

Please contact family&friends@olympic.ca or your NSF F&F Key Contact if you have any questions regarding this program.



Appendix V

SOCHI 2014 TICKETING PROGRAM

The Sochi Organizing Committee (Sochi 2014) is considering a rollout of a program that would allow additional access to the purchase of tickets for Athletes competing at Games. These tickets could be used to supplement the Petro-Canada program. More details will be shared as they are received from Sochi 2014.

Please contact family&friends@olympic.ca or your NSF F&F Key Contact if you have any questions regarding this program.





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