

MULTISPORT FOUNDATION BEGINS COUNTDOWN TO OFFICIAL OPENING OF FLAGSHIP ATHLETE CENTRE

...\$54 M philanthropic project begins final construction phase with eyes on 2012 completion and opening

VANCOUVER (Tuesday, September 20th, 2011) – After completing site preparation earlier this summer, the final phase of construction is now underway for the MultiSport Centre of Excellence, a flagship \$54 million athlete development centre situated in the heart of the City of Burnaby's Central Valley sports complex.

Integrating both the “hardware and software” of sport medicine, sport science and sport training, along with many of the world's most respected practitioners, the state-of-the-art athlete development centre is projected to be completed in the fall of 2012 and operational by the end of next year.

It is expected to play a strong support role in the development of athletes from grass-root community players to Canada's national teams preparing for the Sochi 2014 Olympic Winter Games and Rio de Janeiro 2016 Olympic Games.

“Our vision is to collaborate with like-minded individuals and organizations to help take athlete development to the next level,” said Scott Cousens, chair of the MultiSport Centre of Excellence Foundation and himself a donor of more than \$23 million to the philanthropic project. “Inspired by the power of sport to transform lives, we are doing this to complement the core sport system, to support excellence and to ensure that no talent is left unrealized.”

The philanthropic MultiSport Centre Foundation is building the \$54 million not-for-profit centre, a 148,000-square foot facility that will house world-recognized leaders in sport medicine, science and training.

The project has benefited from the counsel of consulting practitioners such as global ambassador Dr. Doug Clement, former Olympic coach of the National track and field team and Professor Emeritus UBC Sports Medicine; and Dr. Jack Taunton, former VANOC chief medical officer. The two are regarded by many as the Fathers of sport medicine in Canada, pioneered the creation of the Allan McGavin Sports Medicine Centre and helped found SportMedBC almost 30 years ago.

Key leaders associated with the project include: Internationally-renowned sport physiotherapists Alex McKechnie and Dr. Rick Celebrini; Dr. Bruce Forster, Head of Medical Imaging at Vancouver General and UBC Hospitals; and Dr. Brian Day, former President of the Canadian Medical Association and a champion of innovative approaches to sport health; SportMedBC CEO Lynda Cannell; bio-mechanist Chris Maclean of Paris Orthotics; Lynn Furlotte

of the Specialist Referral Clinic; and Rob Williams, kinesiologist and founder of MIXX Fitness Studio.

“Every step of the way, we’ve fashioned our vision and our approach based on consultation with and input from the best practitioners in the business, along with top-level athletes and leading members of the business community,” said Loyal Makaroff, the Chief Executive Officer of the MultiSport Centre Foundation. “It’s gratifying for us and for all of those connected to the project to enter the final phase of construction. We have begun planning for the launch of our integrated programs and services, which we like to think will spark a new era for the integration of sport medicine, science and training, raising the bar around athlete development.”

Among those high-profile names on the MultiSport Foundation’s Athlete Advisory Board are Steve Nash of the Phoenix Suns, retired Vancouver Canuck star Trevor Linden, former world No. 1 doubles tennis player Grant Connell, Olympian Silken Laumann and Johan Olav Koss, CEO of the international children’s charity, *Right To Play*.

Members of the MultiSport Foundation’s Business Advisory Board include: Canadian Olympic Committee vice-president Tricia Smith, also a member of the Board of Directors of Own the Podium; Peter Bentley, Chairman Emeritus for CANFOR; Melanie Clarence, Senior VP for EFG Wealth Management (Canada) Ltd; Jeffrey Mason, a former Hunter Dickinson Inc. principal who now serves as a director on several boards including Coastal Contacts Inc. and other public mining companies; and Ron Thiessen, Chief Executive Officer of Hunter Dickinson Inc.

The MultiSport Centre of Excellence Foundation is a sport sciences foundation and registered charity inspired to collaborate with like-minded organizations and individuals who recognized the power of sport to transform lives. Its mission is to fund and support world-class sport medicine and science resources, including collaborative research, education, programs and facilities.

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