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For Immediate Release

February 12, 2009

## Vancouver 2010 unveils iconic Canadian designs for 2010 Olympic Torch and Torchbearer uniform *Bombardier-designed torch represents undulating beauty of Canada's landscape*

**Whistler, BC** – The Olympic Torch and Olympic Torchbearer uniforms for the Vancouver 2010 Olympic Winter Games, designed by iconic Canadian companies Bombardier and the Hudson's Bay Company respectively, were introduced today to Canada and the world in the mountain resort of Whistler, home to alpine skiing, sliding and Nordic events for the Vancouver 2010 Olympic Winter Games that begin one year from today.

The almost one-metre-long torch, inspired by both the lines carved into the snow by skiers shushing down mountains and the undulating beauty of the snowy Canadian landscape, was designed by Bombardier's aerospace and transportation design teams in collaboration with the Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games (VANOC).

"The design of an Olympic Torch is very important," said Jacques Rogge, President of the International Olympic Committee, who participated in revealing the design. "It cradles the Olympic Flame and its message of hope, the celebration of excellence, friendship and respect wherever it travels in the world. The Vancouver 2010 Torch design is like Canada – young, exciting, innovative, and welcoming to everyone who sees and holds it."

Key to the torch's curved, modern design is a robust technology created to weather the rugged and varied 45,000-kilometre journey of the Vancouver 2010 Olympic Torch Relay during the Canadian winter. From the mild climate of Vancouver Island to the bone-chilling Arctic cold of Canadian Forces Station Alert located less than 900 kilometres from the North Pole, the torch will be operational from -50°C to +40°C through rain, sleet, snow and wind.

The torch's large size (over 94 centimetres long) represents the vastness of the second largest country in the world and the limitless potential of its land and people. When lit, the brilliant orange glow of the Olympic Flame will unfurl like a flag fluttering in the wind from the torch's unique 30-centimetre-long vertical flame outlet — unlike the more traditional cauldron-like shape encompassing a horizontal flame — and symbolically wrap around the country, bringing Canadians closer together. A red maple leaf air intake cut-out will feed the flame with enough oxygen to ensure it burns brightly for all to see and a dual burner system will ensure it never falters. Additionally, the winter white torch features an engraving of the Games motto *With Glowing Hearts/Des plus brillants exploite* into its design.

The torch (with fuel) weighs about 1.6 kilograms and contains stainless steel, aluminum and sheet-moulding compound. It will burn for at least 12 minutes using a blend of fuels such as propane and isobutane. Ninety-five per cent of the Olympic Torch is composed of materials and technology made or designed in Canada. Twelve-thousand torches will be manufactured — one for every torchbearer taking part in the relay.

"The Government of Canada is proud to be part of all the excitement surrounding the one-year countdown to the Vancouver 2010 Winter Games and to provide an opportunity for all Canadians from coast to coast to coast to experience the Games through the Olympic Torch Relay," said Minister of State for Sport Gary Lunn. "The Olympic torch relay will unite Canadians across the country with a spirit of excitement and pride in our athletes and will highlight the 2010 Winter Games as truly Canada's Games."

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The coast to coast to coast event — the longest domestic torch relay in Olympic history — starts October 30 in Victoria, the capital city of British Columbia. It will end on February 12, 2010 when the Olympic Cauldron is lit in front of a live crowd of 60,000 at BC Place in downtown Vancouver and while billions more watch on television during the Opening Ceremony for the XXI Olympic Winter Games.

The 106-day relay is presented by Coca-Cola and RBC and supported by the Government of Canada. The Hudson's Bay Company joins Bombardier as a Signature Supporter of the national event.

"Bombardier has a long history in Canada and we're excited to play such an important role in the Vancouver 2010 Olympic Winter Games," said Pierre Beaudoin, Bombardier Chief Executive Officer. "By applying our ingenuity in aerospace and transportation to the Olympic Torch, we believe we have created a symbol worthy of the promise and power of the Olympic Flame and one which 12,000 torchbearers will carry proudly across Canada."

The Olympic torchbearer uniform, which seamlessly blends in with the winter environment and torch design, was designed by renowned Canadian fashion designers Vivienne Lu and Tu Ly for the Hudson's Bay Company — Canada's oldest company — in collaboration with VANOC. It consists of several pieces, including a jacket, pullover pants, toque and knitted red mittens. The uniforms are a commemorative keepsake for the torchbearers to remind them of their part in the historic journey.

"It is exciting for us to be a part of Canadian history in this cross-Canada celebration," said Hudson's Bay Company Chief Executive Officer Jeffrey Sherman. "As the uniforms wrap all our torchbearers on their runs across the country, we hope to capture, reflect and celebrate the pride and Olympic dreams of all Canadians."

The uniforms are white and accented with bright bursts of blue and green on the jacket's left arm. The palette is inspired by the winter landscape and the multi-hued beauty of the dancing northern lights, as well as the breathtaking scenery of the Sea to Sky region linking Whistler and Vancouver, the Host Mountain Resort and Host City of the 2010 Winter Games, respectively.

The uniforms also feature the Vancouver 2010 Olympic Torch Relay emblem on the chest and the universally recognizable Olympic Rings on the back. Silver reflective elements, including "Vancouver 2010" on the right jacket sleeve and right back pant leg, have been added for prominence and visibility.

The 2010 Olympic Torch and Torchbearer uniform were showcased today by the first two torchbearers selected through the public contests held by Coca-Cola and RBC. Vancouver resident Patricia Moreno, 18, selected by Coca-Cola, plays a leadership role in her community and is dedicated to youth sports programs. Caleb Taylor, 35, was selected by RBC and teaches hockey to inner-city youth in his hometown of Regina.

The Olympic Flame will be carried proudly by 12,000 torchbearers young and old during the torch relay. The flame will visit over 1,000 communities in every corner of Canada, including the country's most northern, southern and eastern points, before arriving back in the host province of British Columbia for the start of the Vancouver 2010 Olympic Winter Games a year from now.

"These Games are for all Canadians and for people in every corner of our province to share and experience. The torch relay will connect our communities to the spirit of the Games, and the excitement we will all feel as our athletes prepare to compete on the world stage, right here in our home," said the Honourable Gordon Campbell, Premier of British Columbia. "With only 365 days left to go until the Games

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start we are issuing an invitation to all Canadians to follow the Flame's route back to British Columbia and come celebrate 2010 with us."

Canadians interested in applying to become a 2010 Olympic Torchbearer can visit [www.iCoke.ca](http://www.iCoke.ca) or [www.rbc.com/carrythetorch](http://www.rbc.com/carrythetorch) for details. Both programs invite Canadians to share a brief story about how they plan to make themselves, their community or their country a better place.

"Seeing and holding that magnificent Olympic Flame is a transformational and emotional experience – you feel like anything is possible, that you can be a champion in so many ways," said John Furlong, VANOC Chief Executive Officer. "The torch and torchbearer uniform for the Vancouver 2010 Winter Games show how we are all seamlessly connected to the land, to sport, to the flame, and most importantly – to each other. I encourage all Canadians to apply to become a 2010 Olympic Torchbearer and to get out and see the Olympic Flame when it comes to your community."

Further information on the 2010 Olympic Torch Relay, including photos of the torch and torchbearer uniforms, is available online at [www.vancouver2010.com/torchrelay](http://www.vancouver2010.com/torchrelay).

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## About VANOC

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](http://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](http://www.cocacola.ca) or our parent company's website at [www.thecoca-colacompany.com](http://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](http://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

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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](http://www.Canada2010.gc.ca).

## About Bombardier

A world-leading manufacturer of innovative transportation solutions, from commercial aircraft and business jets to rail transportation equipment, systems and services, Bombardier Inc. is a global corporation headquartered in Canada. Its revenues for the fiscal year ended Jan. 31, 2008, were \$17.5 billion US, and its shares are traded on the Toronto Stock Exchange (BBD). Bombardier is listed as an index component to the Dow Jones Sustainability World and North America indexes. News and information are available at [www.bombardier.com](http://www.bombardier.com).

## About the Hudson's Bay Company

The Hudson's Bay Company is a Premier National Partner and the General Retail Merchant of the 2010 Winter Games. In partnership with VANOC, the company is designing and manufacturing the official uniforms for the 30,000-person Games-time workforce; it will also be outfitting the athletes' villages, in both Vancouver and Whistler, with quality products to make the athletes comfortable in 2010. The Hudson's Bay Company 500-store network currently sells the largest assortment of authentic Vancouver 2010 licensed merchandise.

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## RBC

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## Quick facts on the Vancouver 2010 Olympic Torch design

**Inspiration:** The 2010 Olympic Torch's design is inspired by Canada's open landscape, vast potential and smooth, fluid lines left in the snow from winter sports. The torch is ergonomic, inclusive and easily handled by people of all ages, sizes and abilities. It is also equally comfortable to hold for right- or left-handed people. The torch is adaptable for travelling and can be attached to alternative modes of transportation such as dogsleds, boats and wheelchairs during the 2010 Olympic Torch Relay.

- **Colour/design:** The winter white torch has a red maple leaf cut-out and the Games motto *With Glowing Hearts/Des plus brillants exploite* engraved on it. An inukshuk, the emblem of the Vancouver 2010 Olympic Winter Games, also features prominently.
- **Height:** 94.5 centimetres/37.125 inches
- **Weight:** 1.6 kilograms/3.5 pounds (with fuel)
- **Materials:** Stainless steel, aluminum and sheet-moulding compound
- **Burn time:** at least 12 minutes (weather-dependent)
- **Fuel:** Blend of propane, isobutane and hydrocarbons. The burner produces a visible bright flame in all weather conditions
- **Designer/manufacturer:** VANOC and Bombardier

**Torchbearer red mittens:** These distinctive mittens are a nod to classic homemade Canadiana and the knitting skills of grandmothers across this country. Almost every Canadian can remember cherishing these laboured-over mitts made out of leftover yarn, with their brilliant colours. The red provides a touch of national pride, joining the torchbearer and the torch as one. On the palm of the mittens is a white maple leaf and on the outside are the five Olympic Rings. The maple leaf is readily visible to crowds when the torchbearers wave. The iconic, national symbol is located in the same place as on the gloves worn in 2006 by Canadian athletes competing in Torino.

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