



Canada's Olympic Broadcast Media Consortium Delivers Record Hours of Coverage of Vancouver 2010 Paralympic Winter Games

- Unprecedented 50 hours on television in English and French, all in HD --
 - Coverage on suite of multi-platform assets: television, radio, digital, print --
 - Pre-promotional campaign and features with Paralympians --
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TORONTO (June 17, 2009) – After coming off a dominating World Cup season in which Canadian Paralympic athletes led the world with 29 gold medals, our nation's Paralympians are primed to own the podium in 2010. And Canada's Olympic Broadcast Media Consortium will be there as they go for gold, delivering a record 50 total hours of television coverage in English and French of the Vancouver 2010 Paralympic Winter Games, taking place March 12 to 21 in Vancouver and Whistler. All coverage will be available in High Definition, marking the first time the Games will be produced entirely in HD by a Canadian rights-holder.

In addition to live events and daily highlights on television, the Consortium's multi-platform coverage includes results, updates, features and pre-promotional programming on radio, digital and print, marking the biggest and most robust coverage ever in Canada of a Paralympic Games.

"Canada's Paralympic athletes have excelled on the world stage. They are a huge source of national pride and we are committed to giving them the recognition and credit they so richly deserve," said Keith Pelley, President of Canada's Olympic Broadcast Media Consortium. "Along with live event coverage and highlights, we will tell the athletes' stories of determination and accomplishments, as they go for gold in 2010."

Each day throughout the Paralympic Games, the Consortium will produce a 90-minute highlights show of all the day's activities, results and updated medal standings, airing in English on either CTV, TSN or Rogers Sportsnet and in French on RDS or RIS Info Sports. In addition, the Consortium will televise all Team Canada sledge hockey games in English (CTV, TSN, Rogers Sportsnet) and French (RDS, RIS Info Sports), with the gold medal game airing live on CTV and RDS. Canada is the reigning Paralympic Games champion in sledge hockey, having defeated Norway in the Turin 2006 gold medal game.

"Comprehensive coverage of a Paralympic Games is a milestone in Canadian Paralympic history," said Carla Qualtrough, President of the Canadian Paralympic Committee. "The Consortium's coverage of the 2010 Paralympic Games will ensure that all Canadians get to share the experience of the fierce competition that will take place in 2010 as Canada goes for gold against the world's greatest Paralympians."

The Paralympic Winter Games will also have a strong presence during the Consortium's coverage of the Vancouver 2010 Olympic Winter Games. Features on Paralympians will air frequently in English and French, celebrating the athletes' athleticism and achievements. In addition, on February 28, the last day of the Olympic Winter Games, the Consortium will air in English and French a one-hour documentary about the Paralympic Winter Games, Paralympic Movement and Canadian Paralympic athletes, setting the stage for the upcoming 2010 Paralympic Winter Games.

Coverage of the 2010 Paralympic Games has been designed to reach the widest possible audience. Digital coverage of the Paralympic Winter Games will be prevalent on CTVOlympics.ca and RDSolympiques.ca leading up-to and during the Games, with athlete features, results, profiles, photos, video, an interactive medal tracker and user generated content.

Rogers Radio, the Consortium's official radio division, will deliver regular updates and highlights throughout the Paralympic Winter Games, focusing on Canada's results and the medal standings. Leading up-to the Games, the radio stations will continue to regularly profile Paralympians in the daily feature *Up Close and Personal*, which brings Canadians the fascinating stories of Paralympic and Olympic athletes. These features are also available as audio slide shows online at CTVOlympics.ca and RDSolympiques.ca. Paralympians already profiled in *Up Close and Personal* include sledge hockey goaltender Paul Rosen, para-alpine skier Lauren Woolstencroft and para-Nordic skier Brian McKeever and his brother/guide, Robin.

The Globe and Mail, the Consortium's national print partner, will produce a Paralympic Winter Games stand-alone section in March 2010 to spotlight the accomplishments of the athletes. The special section will include athlete profiles and features, predictions, and Canada's stats, standings and medal counts from previous Games.

As part of the Consortium's ongoing commitment to making Canada's athletes household names well before the 2010 Games, Canadian Paralympians are involved in various marketing campaigns, featured news and sports stories, and cross-platform promotions throughout the Consortium's suite of assets and promotional partners, including an existing dedicated Paralympic hub on CTVOlympics.ca and RDSolympiques.ca. Appearances and profiles on English and French platforms include the *Road to Vancouver* feature series, *Get To Know Your Canadian Athletes* vignette campaign, CTV programs *Canada AM*, *eTalk* and *W-Five*, TSN's *SportsCentre* and *Off The Record*, *Sportsnet Connected* on Rogers Sportsnet, RDS's *Sports 30*, *Vers Vancouver 2010* and *L'Antichambre*, and walking the red carpet at the *JUNO Awards* on CTV.

The Vancouver 2010 Paralympic Winter Games takes place March 12 to 21, 2010 in Vancouver and Whistler. The 10-day international competition features 1,300 athletes and officials from more than 40 countries taking part in five sports: alpine skiing, cross-country skiing, sledge hockey, wheelchair curling, and biathlon. The 2010 Games marks the first time Canada has hosted a Paralympic Winter Games; in 1976, Toronto hosted the Paralympic Summer Games.

About Canada's Olympic Broadcast Media Consortium

Canada's Olympic Broadcast Media Consortium is a unique relationship between leading media conglomerates CTV Inc. and Rogers Media Inc., which together will

provide unprecedented coverage and consumer choice in English, French and multi-languages on multiple platforms for the Vancouver 2010 Olympic and Paralympic Winter Games and the London 2012 Games of the Olympiad. Official brands include CTV, TSN, RDS, RIS Info Sports, Rogers Sportsnet, OMNI, OLN, TQS, APTN, ATN, CTVOlympics.ca, RDSolympiques.ca, The Globe and Mail and select Rogers radio stations across the country.

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