



BellAliant

Canoe 09 Legacy Cash Hits \$880,000

For Immediate Release – Wednesday, March 31, 2010

Dartmouth, Nova Scotia --- The Canoe '09 Organizing Committee has announced a significant cash legacy for Atlantic Canadian paddlers, from the 2009 ICF Canoe Sprint World Championships (Canoe '09).

The Championship was held this past August in Dartmouth. More than 1,000 athletes, coaches and officials from 59 countries took part in the event that was viewed live on television by more than 60 million people. Now, Canoe '09 has determined it will leave \$880,000.00 to the Bell Aliant Legacy Fund that will inspire young people and help shape the next generation of world and Olympic champion paddlers.

"We are thrilled to be able to provide this investment to Canoe/Kayak's Atlantic Division," said Chris Keevill, Chair of Canoe '09. "The community supported Canoe '09 and helped us stage a world-class event, now it's time to give back to that community. Our paddlers already perform at a very high level, now we can take it up another notch."

More than 100 Nova Scotia athletes are in Florida, working hard to prepare for upcoming competitions. Among those is Olympian Andrew Russell, from Dartmouth's Banook Canoe Club.

Russell said he was excited to hear about the financial legacy.

"I think the future is very bright for our sport," said Russell. "Over the last few years, the attention to our sport has been extremely positive, and great strides are being made so that Nova Scotia will continue to produce top-level canoe and kayak athletes."

Mike Kerrivan, head coach for Cheema Racing and leading a Florida training camp of 33 developing athletes, age 14 to 19, said this money is a solid investment in canoe kayak athletes who sacrifice so much for the love of the sport and the pursuit of excellence.

"The athletes in camp all have aspirations of making the national team some day," said Kerrivan. "They put their social lives on hold. They are willing to work like no others on

their academics just to get in more training. Even at such a young age, they know what they want and are willing to do whatever it takes. Further funding will help our athletes from small towns like Waverley compete on the world stage"

Canoe '09 has also infused new life into Lake Banook. Improvements include a new underwater grid system on the course as well as new abutments and 800 new buoys. Canoe/Kayak Atlantic Division will also inherit two new starting systems, a scoreboard, photo-finishing equipment, umpire boats and docks. The infrastructure improvements total 2.5 million dollars.

Keevill said there are many people who share in the credit for continuing to develop the sport.

"Thanks to the many volunteers, sponsors and supporters of Canoe '09 who can be proud of this legacy from the largest international sporting event yet held in Atlantic Canada."

-30-

Media Contact

Stacey Jones-Oxner
Volunteer Communications Chair Canoe '09
902-424-4163