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News Release

GEDDY JUDGES and PAGE SINGS at GOLD MEDAL PLATES

ST. JOHN'S (October 26, 2009) – In cities across Canada, athletes, top local chefs and Canadian wineries have been teaming up in an effort to raise funds for Olympic and Paralympic athletes in a national project called Gold Medal Plates. Since its inception in 2004, Gold Medal Plates has donated more than \$2.8 million to support Canadian Olympic and Paralympic athletes and has elevated the profile of Canadian cuisine and wine. On November 19, 2009, Gold Medal Plates will stage the final event in Toronto and event organizers are thrilled that Geddy Lee, one of Canada's most famous rockers will be part of the judging panel and Steven Page formerly of Bare Naked Ladies will perform and at the Metro Toronto Convention Centre.

"I am so happy that Geddy Lee has chosen to be a guest judge and help us with this exceptional charitable event," says Mark Maybank, Chair of Toronto Gold Medal Plates. "And the guests will be in for quite a show when Steven Page gets up on the stage because he wowed the crowds at Gold Medal Plates Vancouver to standing ovations and great applause! "

Founded in 2003, Gold Medal Plates is the ultimate celebration of Canadian Excellence in food, wine, entertainment and athletic achievement. Celebrated in seven cities across Canada in 2009, including Edmonton, Vancouver, Calgary, Ottawa, Montreal and St. John's Gold Medal Plates features premier chefs in each city paired with Canadian Olympic and Paralympic athletes in a competition to crown a gold, silver and bronze medal culinary team in each city, and subsequently nation-wide. Wine auctions, silent auctions and live auctions are held to help raise additional funds.

"Our goal is to make sure our athletes reach their goals," says Stephen Leckie, Gold Medal Plates CEO and Co-Founder. "The Gold Medal Plates program is helping to provide Canadian athletes with the tools and resources they need to compete at the highest level. We are proud to engage Canadians across the country with this event as we all look towards 2010 and beyond."

"Gold Medal Plates has shown a real commitment to our Olympic and Paralympic hopefuls," says Chris Rudge, CEO, Canadian Olympic Committee. "The funds are making a tangible difference in the training and preparation of our athletes leading up to 2010 and 2012."

Competing chefs are:

Brian Abbott, 7...a restaurant
Mike Barsky, Bacalao
Gregory Bersinski, Bistro Sofia

Tak Ishiwata, Basho
Ivan Kvutukchiev, Bianca's
Roary MacPherson, The Cabot Club

Mark McCrowe, Aqua
Jeremy Charles, Atlantica

Featured Olympic athletes in attendance on Nov. 19th are:

Adam van Koeverden (Canoe/Kayak), Simon Whitfield (Triathlon), Adam Kreek (Rowing), Marnie McBean (Rowing), Curt Harnett (Cycling), Billy Bridges (Sledge Hockey), Brian Stemmler (Alpine Skiing), Jason Burnett (Trampoline), Jean Luc Brassard (Freestyle Skiing), Tracy Ferguson (Wheelchair Basketball), Karen Cockburn (Trampoline), Mathieu Turgeon (Trampoline) and others

There are still tickets available. For more information: www.goldmedalplates.com or 709-691-1537

The Canadian Olympic Committee (COC) is a national, private, not-for-profit organization committed to sport excellence. It is responsible for all aspects of Canada's involvement in the Olympic Movement, including Canada's participation in the Olympic and Pan American Games and a wide variety of programs that promote the Olympic Movement in Canada through cultural and educational means. For news and information, visit the COC website at www.olympic.ca and find the team on both Facebook (Canadian Olympic Team) and Twitter (CDNOlympicTeam).