



**ALPINE CANADA**

Winning the Canadian Way

January 21, 2014

Dear Friends & Colleagues,

I am writing to you in my new role as President and Chief Executive Officer of Alpine Canada, but also as a dedicated fan of skiing and a proud Canadian.

Alpine Canada is charged with one fundamental mission: To create world-class skiers who, through their athletic achievements, inspire our nation. From Anne Heggtveit to Nancy Greene; from Steve Podborski to Erik Guay, Canada is recognized worldwide for its ability to produce champions.

Since joining Alpine Canada, I have witnessed first-hand the following incredible achievements by our Canadian teams:

- Erik Guay's win in Val Gardena and podium in Bormio, making history as the most decorated Canadian alpine World Cup racer of all time, with 21 career podiums
- Marie-Michèle Gagnon's first career World Cup victory in Altenmarkt, the first time a Canadian has won a super combined race
- Marielle Thompson's victory at the season opening ski cross World Cup in Nakiska
- Dave Duncan's amazing back-to-back ski cross wins, which also pushed him to the top of the men's World Cup rankings
- Canadian World Cup events at Lake Louise and Nakiska and the IPC para-alpine World Cup event in Panorama
- The ongoing success of our Canadian Development Team

In February, the spotlight shifts to the 2014 Olympic Winter Games in Sochi, Russia, where we are poised to deliver world-class performances.

While our athletic accomplishments are superb, Alpine Canada requires ongoing financial resources, especially at this time, in order to sustain the level of coaching, training and other critical support that our athletes require.

I am inviting you today to join the President's Circle becoming part of a select group of Canadians who are making a difference at this important juncture for our sport. **By pledging a tax-deductible donation of \$250 (Bronze), \$500 (Silver) or \$1,000 (Gold)** you will help Canadian athletes head to Sochi and beyond with assurance, confidence and every available resource. You will also be supporting Alpine Canada Development Athletes - the next generation of Ski stars.

As a President Circle member, you will receive Alpine Canada premium benefits detailed in the attached summary. **Pledges received by Feb. 4, will be recognized in a personal message to our Olympic athletes.** Your donation will also be acknowledged on Alpine Canada's President Circle website. Electronic tax receipts will be issued for the majority of your donation amount as per CRA criteria.

You can join the President's Circle now by Donating securely through [Alpine Canada/PayPal](#). To make your donation in a different manner, please email Ashlie Avoledo at [aavoledo@alpinecanada.org](mailto:aavoledo@alpinecanada.org) or call her directly at (403) 777-3201.

I would ask that you please consider joining me in this most important effort.

Warmest regards,

*Mark Rubinstein*

Mark Rubinstein  
President & Chief Executive Officer



ALPINE CANADA

# ALPINE CANADA PRESIDENT'S CIRCLE MEMBERSHIP 2014

Your donation to Alpine Canada helps to fund athletic excellence for all our high performance teams.



ALPINE



PARA-ALPINE



SKI CROSS

## A. BRONZE MEMBER: \$250

**DONATE NOW**



- Tax receipt
- Recognition on the [www.alpinecanada.org](http://www.alpinecanada.org) President's Circle web page
- Your name included in personal messages of support to Alpine Canada athletes who will be competing in Sochi
- Alpine Canada branded "Spyder" tuque
- Limited edition Alpine Canada lapel pin

## B. SILVER MEMBER: \$500

**DONATE NOW**



- All of the above Bronze Member benefits, plus:*
- Alpine Canada branded t-neck\*

## C. GOLD MEMBERSHIP: \$1,000

**DONATE NOW**



- All of the above Silver premiums, plus:*
- Tuque, t-neck, and vest\*
  - Invitation to ACA President's Circle events in Toronto, Montreal or Vancouver in the fall of 2014 to meet select alpine team members and alumni

\*Colours may vary

To donate now please **CLICK HERE** to make your secure online donation or email Ashlie Avoledo at [aavoledo@alpinecanada.org](mailto:aavoledo@alpinecanada.org).

**DONATE NOW!**

For donations in excess of the President's Circle Gold Membership level, please visit [www.alpinecanada.org/podium-club](http://www.alpinecanada.org/podium-club) for more information.