



For Immediate Release

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Members of Pemberton encouraged to apply for chance to run with Olympic Flame Vancouver 2010 Olympic Torch Relay to stop in Pemberton on February 6, 2010

PEMBERTON – Imagine holding aloft the gleaming white torch carrying the Olympic Flame, running with it as the flame unfurls in the wind and passing by friends, family and community members of Pemberton as they look on with pride and awe.

Anyone can be a torchbearer in the upcoming Vancouver 2010 Olympic Torch Relay from high school athletes to grandmothers, from regular folk to community activists and thousands more Canadians, including people from Pemberton, are needed to apply as soon as possible. The relay, which starts October 30 in Victoria, BC, is presented by Coca-Cola and RBC and supported by the Government of Canada.

“Seeing and holding that magnificent Olympic Flame is a transformational and emotional experience,” said John Furlong, VANOC’s Chief Executive Officer. “This is a very special opportunity for Canada’s communities from coast to coast to coast to participate in the Olympic Torch Relay so I encourage everyone to apply. The Olympic Flame truly symbolizes the best in all of us.”

Interested torchbearer candidates from Pemberton may apply at www.iCoke.ca or www.rbc.com/carrythetorch. Both programs invite Canadians to share a brief story about how they plan to make themselves, their community or their country a better place.

The Olympic Flame will visit Pemberton on February 6, 2010 as one of approximately 1,020 communities during its 106-day journey across the country. The torch relay will visit every province and territory, including Canada’s most northern, southern and eastern points, before arriving back in the host province of British Columbia for the start of the Games on February 12, 2010.

Each of the 12,000 torchbearers selected for the relay will receive a brand-new torch to carry the Olympic Flame for their part of the journey. The individual torches, manufactured by Bombardier, may be purchased by the torchbearer after their run to pass down as a family heirloom. The torchbearers will also receive a complete torchbearer uniform, designed by the Hudson’s Bay Company, consisting of a jacket, pullover pants, toque and knitted red mittens. The winter white uniforms with bright bursts of blue and green feature the Vancouver 2010 Olympic Torch Relay emblem on the chest and the universally recognizable Olympic Rings on the back. The uniforms are a commemorative keepsake for the torchbearers to remind them of their part in the historic journey.

Already, several torchbearers have been announced by Coke and RBC, including: Caleb Taylor, 35, of Regina, who teaches hockey to inner-city youth; environmental activist Sue McLennan of Quebec; 16-year-old soccer enthusiast Catherine Charron-Delage of Longueuil, Que., and Katie Willoughby, 14, of Port Williams, NS., who plays soccer and volleyball.

Further information on the 2010 Olympic Torch Relay is available online at www.vancouver2010.com/torchrelay.

About VANOC

The Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games (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 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 or our parent company's website at www.thecocacolacompany.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.

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 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.