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FROM WHITEHORSE TO WINNIPEG, 60 LOCAL ATHLETES SELECTED TO FUELING SPORT PROGRAM AS PART OF \$10 MILLION PLEDGE TO WESTERN CANADIAN SPORT

After a very difficult year, community sport and amateur athletes need more help than ever to fuel their journey

(June 29, 2021 – Langley, B.C.) More Rewards is proud to unveil its athlete ambassador team of more than 60 local athletes from across Western Canada who will receive funding through its \$10 million dollar community sport program. Launched recently in spring 2021, **More Rewards Fueling Sport** will provide much-needed support to athletes and youth teams, projected to benefit over 500 elite amateur athletes and 150,000 youth sport athletes by 2026.

Having carefully reviewed hundreds of online applications from across Western Canada, the More Rewards team selected this group representing more than 30. Sports include Canadian institutions such as hockey, soccer, curling, and speed skating, while also showcasing more recent and regional passions such as CrossFit, rock climbing, water skiing, beach volleyball, and BMX.

In addition to a wide breadth of regional and sport representation, the More Rewards Fueling Sport team includes athletes at various stages of their respective athletic journeys. The roster includes Olympic and Pan-Am medalists, Canadian record-holders and Paralympians, as well as local club, university, and aspiring provincial team members. Over the next five years, Fueling Sport will be committing \$10 million to fuel the journey of these and more local athletes from across Western Canada. At the local level, Fueling Sport will also provide community sports teams with sponsorship, fundraising opportunities, and exclusive cost-savings with grocery partner Save-On-Foods.

“A few short weeks ago we excitedly announced the More Rewards Fueling Sport program and outlined our commitment to support local sport teams and athletes across Western Canada. We have been heartened by the response, having received applications from over 200 communities,” said More Rewards president Dan Howe. “This truly validates the need for a program like ours. Today, with our partners at Save-On-Foods, More Rewards is proud to take the next step in our \$10 million journey in welcoming more than 60 athletes to our program. We look forward to supporting them pursue their goals from their local hometowns to the international stage, and by investing locally, we are realizing the power of sport in building healthy and vibrant communities.”

Selected athlete ambassadors have a wide range of personal and professional interests. However, the importance of food and grocery shopping is a common factor to fuel their bodies for success and achieve the outstanding accomplishments they have to date.

For a full list of participating athletes, see pages 4-6. Highlighted on the roster are:

Emily Rolfe, CrossFit, Kamloops –

Growing up with a gymnastics background in Richmond, B.C., Emily burst onto the CrossFit scene in 2019. She has risen incredibly quickly to an elite level within the sport after only two

years and will be competing in the 2021 CrossFit Games in August. Outside of sport, she is a medical radiation technologist who was heavily involved on the frontline during the pandemic.

Evan Dunfee, Race Walking, Richmond –

Evan is the current Canadian record holder in the 10,000-metre race walk, set at the 2021 Harry Jerome International Track Classic, passing a mark he set himself in July 2019. He also holds the national record for the 50-kilometre race walk, topping Canada's race walk national team. With his self-proclaimed sweet tooth, Evan is lucky enough to be able to snack on pretty much anything, as he trains upwards of 160 kilometers a week. He will be headed to Tokyo for the Olympic Games, where he will be looking to improve on his 4th place Olympic finish in Rio de Janeiro in 2016.

Nathan Hirayama, Rugby, Victoria –

Nathan is a fly-half and fullback on the Canadian National Rugby Team. Since his debut in 2006, he is third all-time in HSBC World Rugby Series scoring. He has represented Canada at three Rugby World Cups and is a two-time Pan American Games Gold Medalist. Nathan fell into rugby early in life as his father is former Canada 7s and XV's player Garry Hirayama.

Sophie Gelineau, Track & Field, Saskatoon –

Sophie recently finished an outstanding varsity career as the captain of the University of Alberta track and field team, where she specialized in the pentathlon. She won a bronze medal at the 2020 USports national championships at the 4 x 800m relay, and despite never competing in track cycling, she was recently invited to Olympic tryouts for the sport. She plans to continue training when she finishes her Arts degree and is a Mini Legends Program Facilitator for MLP – a physical literacy program for children and youth, supported and managed by Athletics Alberta.

Matt Dunstone, Curling, Winnipeg –

Matt is the skip of the first-ranked curling team in Saskatchewan. After winning back-to-back bronze medals at the Brier in 2020 and 2021, Matt is determined to improve on his team's results for the upcoming season with an eye on the Beijing Olympics in 2022. Matt is thankful for the opportunity to join a program that will help relieve some financial stress of being a student at UBC as well as a full-time athlete.

Noel Vanderzee, High Jump, Lethbridge –

Noel works as a Save-On-Foods employee at Terra Nova to help offset training costs associated with being an elite athlete. Noel is a current member of the national high jump team with the ultimate goal of representing Canada in the 2024 Olympic Games in Paris. Noel's connection to More Rewards and Save-On-Foods is deeply rooted in his family: his mom and his brothers work at their local stores in Alberta!

Amanda Rummery, Para-Athletics, Edmonton –

Amanda was introduced to para-athletics in 2019 and was soon on her way to the Pan American Games in Lima, Peru. This was no small feat – she had never competed in track

before an ATV accident changed her life forever. She just completed at the Paralympic trials in Montreal vying for a spot on the Tokyo team.

The Fueling Sport program will also continue to invest in youth and community sport teams over the next five years. Coaches, team managers, and parents are encouraged to apply for sponsorship at www.fuelingsport.ca. Follow #FuelTheJourney and #RewardTheHighlights as we cheer on our Fueling Sport athlete ambassadors while they train and compete throughout the year.

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ABOUT MORE REWARDS

More Rewards is one of Western Canada's favourite loyalty programs for more than 28 years with more than 3.5 million active members. More Rewards provides customers the opportunity to easily earn points on everyday purchases and then redeem those points for things such as free local travel, groceries, gift cards and more. With the More Rewards card, you can earn points during almost every grocery shop at Save-On-Foods, PriceSmart Foods and Urban Fare, in addition to hundreds of More Rewards partner locations such as Panago Pizza, Jim Pattison Auto Group, Speedy Glass, and more. MoreRewards.ca

ABOUT FUELING SPORT

Launched in spring 2021, Fueling Sport is a significant community investment driven by More Rewards in partnership with Save-On-Foods, proud to commit \$10 million to fuel the journey of local athletes from playground to podium. The program provides sponsorship and rewards as well as discounted and free groceries to support diverse athletes from their hometowns to the international stage. Athletes and community teams can apply for sponsorship at FuelingSport.ca.

ABOUT SAVE-ON-FOODS

Save-On-Foods is committed to Going the Extra Mile for customers in every community served, every day. Known for its unique approach in customizing each store to best suit the needs of the neighbourhood by carrying more than 2,500 locally-made products from more than 2,000 local growers and producers, the company has been innovating and putting customers first for over 100 years. Save-On-Foods, its supplier partners, team members and generous customers have donated more than \$40 million to children's hospitals and contribute \$3 million in donations to food banks across Western Canada each year. www.SaveOnFoods.com

For more information, contact:

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Fueling Sport Team Roster

BRITISH COLUMBIA / YUKON:

Andre Dreyer	BC Park & Pipe Ski	Prince George, BC
Avalon Wasteneys	Rowing	Campbell River, BC
Charlotte Swanton	Ice Hockey	Victoria, BC
Colby Graham	Snowboarding	Prince George, BC
Elise Wong	Field Hockey	Vancouver, BC
Emily Rolfe	Crossfit	Kamloops, BC
Evan Dunfee	Race Walking	Richmond, BC
Greg Stewart	Para Athletics	Kamloops, BC
Heather Lightfoot	Rock Climbing	Squamish, BC
Jack Boden	Track and Field	Victoria, BC
Jane Channell	Skeleton	North Vancouver, BC
Joel Ewert	Wheelchair Rugby	Prince George, BC

Katie Weaver	Skiing	North Vancouver, BC
Libby Baird	Jump Rope	Abbotsford, BC
Markus Thormeyer	Swimming	Delta, BC
Maxwell Lattimer	Rowing	Delta, BC
Natalie Sourisseau	Field Hockey	Kelowna, BC
Nathan Hirayama	Rugby	Richmond, BC

Nicole & Megan Mcnamara	Beach Volleyball	Tsawwassen, BC
Pamphinette Balsa	Rugby	Victoria, BC
Patrick Waters	Para Swimming	Kamloops, BC
Regan Yee	Track and Field	Vancouver, BC
Romeo Champagne	Biathlon	Whitehorse, YK
Sarah Beaudry	Biathlon	Prince George, BC

ALBERTA:

Alysia Rissling	Bobsleigh	Edmonton, AB
Amanda Rummery	Para Athletics	Sherwood Park, AB
Apollo Hess	Swimming	Lethbridge, AB
Bailey Deschene	Strong Woman / Man	Spruce Grove, AB
Becca Frangos	Sport Climbing	Canmore, AB
Benjamin Williams	Athletics	Edmonton, AB
Brooke Voigt	Snowboarding	Fort McMurray, AB
Carolyn Maxwell	Luge	Calgary, AB
Danielle Lappage	Wrestling	Olds, AB
Gabby Traxier	Road Cycling	Calgary, AB
Haley Daniels	Canoe Kayak	Calgary, AB
Ivanie Blondin	Speed Skating	Calgary, AB
Jessica O'Connell	Track & Field	Calgary, AB

Mitchel Pedersen	Trampoline	Calgary, AB
Molly Simpson	BMX	Red Deer, AB
Noel Vanderzee	High Jump	Lethbridge, AB
Tristan Walker	Luge	Calgary, AB
Zak Madell	Wheelchair Rugby	Okotoks, AB

SASKATCHEWAN

Brennen Smith	Athletics	Regina, SK
Marsha Sweeney	Speed Skating	White City, SK
Michael Schnare	Athletics	Caronport, SK
Sophie Gelineau	Athletics	Saskatoon, SK

MANITOBA

Alexa Scott	Speed Skating	Clandeboye, MB
Brigette Lacquette	Hockey	Mallard, MB
Desiree Scott	Soccer	Winnipeg, MB
Matt Dunstone	Curling	Winnipeg, MB
Matthew Lehmann	Table Tennis	Winnipeg, MB