

# PRESS RELEASE

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## MIELE CANADA AND ALPINE ONTARIO PARTNER TO INSPIRE TOMORROW'S FUTURE SKI RACING CHAMPIONS

**RICHMOND HILL, ON** ... September 2004 – Miele Canada is proud to announce an exciting new initiative with Alpine Ontario that sees legendary racer Todd Brooker inspiring tomorrow's future champions.

The **Miele Future Champions Program** is an initiative by Alpine Ontario that has been made possible by the support of Miele Ltd. The program is designed to provide young athletes along with their coaches and parents the inspiration and understanding of what it takes to become a future champion.

The **Miele Future Champions Program** will be directed and run by Alpine Ontario and Canadian Alpine Ski Team alumni Todd Brooker.

This winter, Todd will be traveling with other Ontario Ski Team and Canadian Ski Team alumni to Ontario's ski racing clubs to ski with Ontario's young athletes, coaches and parents. Each day will be followed by parent/athlete education seminar and motivational speech.

"At the start of my career, I was inspired by the best ski racers in the World Cup," states the Director of the program, Todd Brooker. "Regardless of their technique, I learned that their desire and passion for skiing were the most important factors."

"This program is all about sharing my experiences with our young athletes; to motivate and inspire their learning and assist in their development as competitors and people, on the hills and off," continued Brooker. "It will provide me with the forum to share my knowledge, expertise, and passion for the sport with upcoming ski racers."

Todd Brooker proudly represented Canada on the slopes as a member of the national ski team for more than 10 years (1976-87). He won three World Cup Downhill titles including the famed Hannenkam and raced as one of the 'Crazy Canucks'.

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"We are very excited to have a ski racing legend like Todd on board for this program," stated Alpine Ontario's Executive Director, Mark Kristofic. "Thanks to Miele Canada we have the ability to provide this motivational and educational program to our membership."

"Miele Canada is pleased to support Alpine Ontario in providing this valuable service to their racing families," states Jan Heck, President of Miele Canada. "We share Alpine Ontario's passion for skiing and their desire to achieve results and feel that this program is a big step towards achieving those goals."

Miele is the internationally renowned manufacturer of world class quality domestic home appliances.

More information about the Miele Future Champions Program, including the club schedule for the upcoming season will be available shortly on [www.alpineontario.ca](http://www.alpineontario.ca)