



FOR IMMEDIATE RELEASE:

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Catriona Le May Doan Launches Third Annual Search to Find Canada's Best Speed Skating Story

– Intact Speed Skating Challenge asks Speed Skating Community “Who Inspires You to *Go Beyond?*” –

Montréal, Quebec – One week prior to the Intact ISU Short Track World Cup, Catriona Le May Doan joined members of the Canadian National Short Track Team at the Maurice-Richard Arena to officially launch the Intact Speed Skating Challenge, the third annual search for Canada's best speed skating story.

Following the success of the first two Speed Skating Challenges – that garnered over 85,000 votes – this year's Intact Speed Skating Challenge is asking Canada's speed skating community a simple question: “Who inspires you to *Go Beyond?*”

Catriona Le May Doan, national spokesperson for the Intact Speed Skating Challenge, believes that this year's theme will lead to amazing video stories about the speed skating heroes that will represent Canada at the World Cups and the 2010 Winter Olympic Games.

“Young speed skaters rely on the support of so many people – coaches, teammates, friends and parents – to inspire and motivate them to achieve their goals,” commented Catriona. “With the Olympics in Vancouver in just a few short months, the Intact Speed Skating Challenge will be a wonderful reflection of how Canada's best speed skaters can inspire a new generation to go beyond what they believe is possible and to share these video stories with Canadians from coast to coast to coast.”

Formerly ING Insurance of Canada, Intact Insurance continues to strengthen and grow their partnership with Speed Skating Canada, supporting the grassroots development of the sport across the country all the way up to Canada's best.

Several prominent members of Canada's National Teams have answered the call by sharing who has inspired them to go beyond. For World Champion and Olympic silver medalist Charles Hamelin it's all about family.



"The people who inspired and supported me the most in doing my sport are my brother and father, as they are in the best position to understand what I'm going through and to support me as best as they can while I'm in a competition."

Jessica Gregg credits her coach, Jonathan Cavar, who contributed to her breakthrough season as a World Cup medalist.

Other members of the Canadian National Team have also shared their inspiration to go beyond at www.IntactSpeedSkatingChallenge.com

Intact Insurance and Speed Skating Canada partners have once again provided over \$25,000 in prizes for clubs and young skaters for some added motivation.

The Intact Speed Skating Challenge officially launches today, and the deadline for video story entries is January 17, 2010.

National online voting begins February 8, 2010.

For more information, please visit www.IntactSpeedSkatingChallenge.com.

INTACT SPEED SKATING CHALLENGE TIMELINE:

- **Challenge opens:** October 28, 2009
- **Challenge closes:** January 17, 2010 (Video Story Entry Deadline)
- **Voting begins:** February 8, 2009
- **Canada's best speed skating story is crowned:** March 20, 2010
- **Prizes:** Over \$25,000 in cash and prizes available to be won

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ABOUT INTACT INSURANCE

Since 2006, Intact Insurance has been a Premier Partner of Speed Skating Canada.

In February 2009, ING Insurance Company of Canada became Intact Insurance, and is Canada's largest 100% publicly traded home, auto and business insurance company protecting close to four million customers.

As Intact Insurance, we're proud to continue building on our relationship with Speed Skating Canada. Our commitment to speed skating, both with the national program and through efforts at the grassroots level, speaks to our belief about truly helping to make those communities in which we live and work safer, healthier and happier.

We're proud of our continued involvement in both *Intact On The Edge*, a program that works with Speed Skating Canada to bring the sport into elementary schools and provide young people with skating instruction, and the Intact Speed Skating Challenge – the search for Canada's best speed skating story.