

Contact :
Donna-Lee Langton
Langton Communications Inc.
Phone: 604-221-9370
email: donnalee@langtonpr.com

Maxine McDonald
Langton Communications Inc.
Phone: 905-893-0630
email: maxine@langtonpr.com

For immediate release:

T-fal Canada® becomes the newest national sponsor of Skate Canada

OTTAWA, ON: Figure skating across the country received a major boost today as T-fal Canada® announced its sponsorship of Skate Canada, the national governing body of the sport.

As the latest corporate supporter of Skate Canada's national program, the leading brand signed a three-year deal securing a key role as the cookware and small appliance partner of the Skate Canada National Team. Under the agreement, T-fal Canada® will also have significant visibility at Skate Canada events and will provide on-site planning teams to design and execute a range of activities until 2011.

"T-fal is thrilled to become an official sponsor of Skate Canada," announced Edouard De Vulpian, Director of Marketing for T-fal Canada®. "We're also proud to help showcase Canada's outstanding national team, as they prepare for the 2010 Winter Olympics in Vancouver."

By combining Skate Canada's promotion of active lifestyles and T-fal's commitment to nutrition, both organizations can complement each other's health-related goals. "It's a natural fit for us," explained Debbi Wilkes, Skate Canada Director of Marketing and Communications. "T-fal encourages a balanced diet in households from coast to coast to coast, while figure skating is the most participated and watched winter sport among young adults and females in Canada," she continued.

Through this new partnership T-Fal Canada® receives full rights to Skate Canada's trade marks and logo, as well as images of Skate Canada's National Team for advertising and promotional purposes. The agreement also gives the world renowned cookware and small appliance innovator two camera visible rink boards at premiere events including the HomeSense Skate Canada International and the BMO Canadian Championships.

T-fal Canada®

Established in 1979, T-fal Canada®'s corporate office is located in Toronto, Ontario, but also has sales offices in Montreal and Vancouver. T-fal has always been a market leader in cookware, but also has gained leadership status in categories such as deep fryers, steam irons, and toasters, through a strong track record of product innovation, compelling consumer marketing programs, and outstanding customer service.

Skate Canada

Based in Ottawa, Ontario, Skate Canada is dedicated to providing Canadians the opportunity to participate in skating throughout their lifetime for fun, fitness, and achievement. As the largest figure skating governing body in the world, it upholds standards and rules for figure skating activities of members across Canada. The association also qualifies and appoints judges, referees and other officials, conducts training seminars for skaters and coaches, provides financial support to national team athletes and disseminates information concerning figure skating to the general public.

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