

Sport Chek-Sponsored Athlete and Snowboarding All-Star Earns Canada Its First Olympic Medal in Sochi 2014 Olympic Winter Games

TORONTO, Feb. 8, 2014 /CNW/ - As premiere national partners of the Canadian Olympic Team, Canadian Tire, Sport Chek and Sports Experts proudly congratulate Mark McMorris on winning an Olympic bronze medal for Canada in the Men's Snowboard Slopestyle competition. The Company is honoured to support McMorris as he continues to cement his name as one of the top snowboarders in the world, having previously won two-time gold at the Winter X Games.

This past year, McMorris partnered with Sport Chek - Canada's largest sporting goods retailer - and has been a key part of its marketing campaign 'What it Takes' (#WhatItTakes). The partnership also included the opportunity for McMorris to work with other organizations within the Canadian Tire Family, such as supporting Canadian Tire Jumpstart. Mark donated the funds raised through his recent 'McMorris and McMorris Fundraising Gala' this past December to Jumpstart, which is a national charitable program that helps financially disadvantaged kids participate in organized sport and recreational programs.

Proud supporters of the Canadian Olympic Team, Canadian Tire, Sport Chek and Sports Experts are passionate about sports because it has been part of its DNA for 90 years. The Family of Companies has everything athletes of all skill and enthusiasm levels need to be involved in their favourite sport whether its families or friends playing together or athletes pushing themselves to new accomplishments.

About Canadian Tire Corporation Canadian Tire Corporation, Limited (TSX:CTC.a) (TSX:CTC) is a Family of Companies that includes Canadian Tire Retail, PartSource, Gas+, FGL Sports (Sport Chek, Hockey Experts, Sports Experts, Pro Hockey Life, National Sports, S3 and Atmosphere), Mark's, Canadian Tire Financial Services, and Canadian Tire Jumpstart Charities. With more than 1,700 retail and gasoline outlets from coast-to-coast, our primary retail business categories - Automotive, Living, Fixing, Playing and Apparel - are supported and strengthened by our Financial Services division. More than 85,000 people are employed across the Canadian Tire enterprise, which was founded in 1922 and remains one of

Canadian Tire family of companies congratulate Mark McMorris as he conquers Olympic bronze

Written by Australian Business

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most recognized and trusted brands. Canadian Tire Retail, Sport Chek and Sports Experts are proud to be Premier National Partners of the Canadian Olympic Team. For more information, visit Corp.CanadianTire.ca

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