



Media Release

FOR IMMEDIATE RELEASE

Alpine Ontario Alpin and Karbon Announce This Year's Karbon Bursary Winners!

December 5, 2016, Collingwood, ON: Alpine Ontario Alpin and Karbon are happy to announce this year's recipients of the Karbon Bursary: Ella Danby and Max Murphy. Each recipient will receive \$2500 from Karbon to help offset the cost of their alpine programs.

Since 2004, Karbon has provided a bursary to U16 and FIS athletes to help offset the costs of training, equipment and coaching. This year, Karbon Vice-President Peter Schure decided to include U14 athletes in the bursary application process. This addition saw a 120% increase in applicants and a new level of enthusiasm and engagement for the program.

"Karbon is a proud supporter of alpine skiing and the pursuit of excellence at all levels of sport. Both Ella and Max personify Karbon's values of determination, perseverance, and hard work," said Peter Schure, President, Karbon. "We are excited to be celebrating our younger alpine racers this year and have high hopes for their success in the upcoming season. Congratulations to both of these rising stars."

The Karbon Bursary recipients are selected on the following criteria:

- Commitment, attitude, work ethic, dedication and goals
- Financial need
- Athletic performance

This year the selection committee agreed that both Max and Ella had demonstrated the requisite passion and dedication and were almost unanimously chosen for the award.

Both Ella Danby and Max Murphy are U14 athletes that live in Collingwood, Ontario and attend Mountainview Public School. Max Murphy is in his first year of the U14 program at Craigeleith Ski Club and Ella Danby is in her second year of the U14 program at Alpine Ski Club.



“I am excited to see these two deserving, U14 athletes as this year’s recipients for the Karbon Bursary. We had an abundance of qualified applicants this year but Ella and Max’s applications were unique in their ability to express their love of ski racing,” said Alpine Ontario Executive Director, Scott Barrett. “We are lucky to have a partner like Karbon that supports our up and coming athletes as well as the Ontario Ski Team through our uniforms, program support and the Karbon Bursary. Congratulation to two passionate and driven athletes!”

About Karbon

Karbon’s commitment to winter sport is twofold: we create winter sportswear that has the technical performance to empower the world’s best athletes, and we sponsor those athletes to help them show the world that there truly are no limits.

We’re proud to support athletes at all levels of sport, including our Olympic athletes and also future Olympians through grassroots support.

We are privileged to work with elite teams of winter athletes to continuously improve our products. Their feedback allows us to continue to provide the winter sports apparel they need to achieve Olympic gold, and it also lets us share that innovative spirit and performance potential with our customers everywhere.

About Alpine Ontario (AOA)

Alpine Ontario Alpin (AOA) is the provincial governing body for the sport of alpine ski racing in Ontario. Alpine Ontario’s newly refined mission is to provide leadership and structure for high quality, sustainable and affordable programming and to communicate the competitive, recreational and lifestyle benefits of ski racing to the community.

AOA represents four divisions, 45 member clubs and over 30,000 active athletes, coaches and officials (volunteers). AOA coordinates several successful programs across the province and continues to foster the development of "state of the art" and inclusive ski-racing programs from the grass roots level to the elite level.

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