



**2011**

CPRS VANCOUVER  
DEAN MILLER  
SCHOLARSHIP APPLICATION  
FOR LESLEY CHANG

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## **Achievement & Activity Statement**

Despite significant financial challenges, my decision to go back to school was the best decision I've ever made. Kwantlen Polytechnic University offers the Public Relations diploma program, which provided the perfect platform for me to explore my capabilities, strengths and weaknesses.

I coupled my education with as many volunteer and work opportunities as I could. Consequently, I found my weeks and months filled with activities such as volunteering at the CPRS professional development events and breakfast speaker series events both live blogging and videotaping them with fellow classmates and volunteers for online consumption. I also joined the student services committee for the International Association of Business Communicators (IABC). I was in charge of spreading IABC's message out to Kwantlen students, promoting the Student Communicator of the Year award and various student events as well as promoting the benefits of membership to students.

Additionally, I volunteered for several community causes including Five Hole for Food ([www.fiveholeforfood.com](http://www.fiveholeforfood.com)) and the Whistler Spirit Run & Festival ([www.whistlerspiritrn.com](http://www.whistlerspiritrn.com)), providing social media and media relations expertise when required.

## **Education & Career Statement**

My entire educational career consisted of not knowing what I wanted to do. I began my education in social sciences (political science, history, sociology, etc.). I discovered this path was not for me, so I moved on to a more creative path, choosing literature and creative writing. I quickly realized, one semester in, that this was not my path either, so I turned to computer sciences, where I graduated with a certificate from Kwantlen. It wasn't until three years ago that I decided to go back to school for Public Relations.

I've always been technologically inclined, so it wasn't unusual for me to dive head-first into the world of social media. I've since learned the ins and outs of social media and have a deeper understanding of how to use it with regards to business practices. Ideally, I'd like to take this knowledge and become an online consultant to businesses who are looking to reach out to their communities, or businesses who are looking to start building communities of their own.

With my current volunteer positions with Five Hole for Food and the Whistler Spirit Run & Festival, I'm able to practice exactly that. While both of these organizations have fans and have built somewhat of a community around them, I provide these communities a platform to come together virtually and chat about things that interest them. I also act in an unofficial capacity, almost like a spokesperson for both of these groups, as I am the social media "face" of each organization.

Building communities is definitely hard work but without a clear vision of what the organization wants their community to look like, it gets significantly harder. Through volunteering, I'm able to learn from and use these experiences to build a very strong foundation for my future career in public relations.

# Work Sample Cover Sheet: Pacific Assistance Dogs Society

## Project Name

Pacific Assistance Dogs Society media kit

## Objective

Pacific Assistance Dogs Society (PADS) required an updated media kit to hit the following objectives of their organization:

- To raise awareness of Pacific Assistance Dogs Society’s vision
- To educate publics about the purpose of PADS dogs
- To gain more support for PADS through increasing volunteer pool, donors and corporate sponsorships

My team comprised of myself, Kelli Rivett, Mary Pappajohn and Brittany Brown. Each of us were responsible for various parts of the media kit:

Name	Task Assigned
<b>Lesley Chang</b>	<ul style="list-style-type: none"><li>- Lead liaison with PADS and Canuck Place</li><li>- Media list compilation</li><li>- Final editing of all materials</li><li>- Evaluation &amp; wrap up</li><li>- Lead liaison with Global TV and Vancouver Sun</li></ul>
<b>Mary Pappajohn</b>	<ul style="list-style-type: none"><li>- Identify key audiences</li><li>- Agenda setting for all meetings, internal and external</li><li>- Lead liaison with Breakfast TV</li></ul>
<b>Kelli Rivett</b>	<ul style="list-style-type: none"><li>- Research &amp; analysis of assistance dog societies and associations in Canada</li><li>- Research &amp; analysis of key audiences</li></ul>
<b>Brittany Brown</b>	<ul style="list-style-type: none"><li>- SWOT analysis for PADS</li><li>- Identify key messaging</li><li>- Client meeting notes</li></ul>
<b>All team members</b>	<ul style="list-style-type: none"><li>- Media pitching &amp; note taking</li><li>- Press release writing</li></ul>

Prior to our involvement, PADS had undergone board restructuring. The new board wanted an updated media kit but lacked the resources to create one. They had recently formed a social media committee as well, which was pushing out stories to various social media channels such as Twitter and Facebook, but it was relatively new and unexplored. PADS had not yet set their social media strategy so our offer to do a media kit for them was strictly with traditional media channels.

## Budget

We had no budget to build a media kit, but we did have access to several key resources. Since this was a group project, each person pooled together their individual resources, sharing media contacts and leads.

## Evaluation

Overall, our campaign was a success. My team had not expected to garner national and front page media coverage for our client and one of our greatest fears was that because our main story had a Canucks angle, the media would automatically switch their focus to the Canucks brand instead. What came of our efforts, however, were very well balanced pieces from Global National, the Vancouver Sun and Breakfast Television.

Our main goal with the campaign was to raise Pacific Assistance Dogs Society's profile with the general public. To achieve this, our objectives had to be measurable:

**Objective 1:** To raise awareness of Pacific Assistance Dogs Society's vision, *changing lives, one dog at a time.*

Measurement:

- Track how often their vision statement was mentioned in media outlets  
*Result: each media outlet mentioned above used their vision statement in their respective pieces, reaching audiences all across the nation.*
- Track how accurate media clips and sound bites were used in interviews  
*Result: PADS spokespeople were not taken out of context at any time with minimal media training.*

**Objective 2:** To educate publics about the purpose of PADS dogs

Measurement:

- Track amount of incoming calls to PADS corporate office with inquires about PADS services or volunteer opportunities in a one month period.  
*Result: After media picked up the story, PADS received the following:*
  - 54 calls regarding services and applications, resulting in 8 applications
  - 20 calls regarding volunteer opportunities
  - Calls from Global TV asking if they could do a media tour of PADS facilities for another segment on the news
- Track attendance at upcoming spring social and fundraising event as well as future events  
*Result: More people did call and ask about the spring social and fundraising event, however not many of those people attended. People recognized Poppy at various Canucks events and demonstrated an understanding of what PADS did.*

**Objective 3:** To gain more support for PADS through increasing volunteer pool, donors and corporate sponsorships

Measurement:

- Track volunteer signups, monetary donations or in-kind gifts  
*Result: PADS did not receive any in-kind gifts, but donations and volunteer signups both increased.*



# **PADS** **PACIFIC ASSISTANCE DOGS**

Media Kit for Pacific Assistance Dogs Society  
Prepared by Brittany Brown, Lesley Chang  
Mary Pappajohn and Kelli Rivett

## Table of Contents

- Media plan
- Agenda for meeting
- Client notes – first meeting with PADS
- Client notes – meeting with Canuck Place
- Press Release
- Pitching notes

## Media Plan

Client Name: Pacific Assistance Dogs Society

Main Contact: Gail Ferrier – gail@pads.ca

### Research/Analysis:

- PADS is a non-profit receiving little government funding to achieve their goals of breeding, raising and training highly skilled service dogs
- They rely completely on their own volunteers, fundraising and donors to provide these dogs to those in need
- There is a significant waiting list of people who are in need of dogs—it takes 2 years and 35,000 to train one PADS dog
- Found that people aren't aware of what a service dog is and what PADS does

### Objectives:

- To educate the public about the purpose of PADS dogs: to bring more independence to people with various types of disabilities, including some that cannot be seen
- To bring more awareness about PADS vision: changing lives one dog at a time
- To gain more support for their organization through increases in volunteers, donors and corporate sponsors

### Key Audiences

- Dog breeders, raisers and trainers
- Disabled community
- Donors and corporate sponsors
- Health & Wellness industry
- Younger generation interested in impacting their community

### Strategy:

- To show the public that the capabilities of a PADS dog go beyond helping those with visible disabilities through the story of Poppy at Canuck Place

### Key messages

- Golden retriever takes official team position at Canuck Place
- To illustrate how Poppy changes lives one dog at a time
- To change perception of service and therapy dogs through Poppy's story

### Tactics

- Press release

- Pitch media
- Media coverage-tv and newspaper

#### Time Line

- March 10 – initial meeting with PADS
- March 18 – meeting with Canuck Place
- April 1 – Sign off from Michele for facts and quotes for press release
- April 9 – Sign off from PADS for quote for press release and finalization of release
- April 14 – pitched to media
- April 19 – met with Vancouver Sun journalist, Pete McMartin
- April 21 – met with Breakfast Television to film at Canuck Place
- April 20 or 21 – Global National with Kevin Newman shoot

#### SWOT Analysis

- Strengths
  - PADS is a registered charity under the Societies Act since 1987
  - Also a member of Volunteer Vancouver and Volunteer Calgary
  - Award winning social services organization
  - Accredited association with the Assistance Dogs International
  - Local community organization that's almost completely volunteer driven
  - Has a great partnership with Canuck Place Children's Hospice
- Weaknesses
  - Their current volunteers may have 'volunteer fatigue' after volunteering for so many years – longest volunteering career is 18+ years.
  - Amount of time, funding and dedication it takes to train and raise a dog is daunting to a lot of volunteers. One dog requires anywhere from \$35k to \$55k to train and takes at least two years.
  - Lack of younger volunteers
- Opportunities
  - They have the opportunity to place more therapy dogs in hospices
  - Opportunities to expand across Canada further than BC and Alberta
  - They have the staff to start doing social media and becoming more interactive with a younger audience
- Threats
  - There are other organizations that train service dogs in Western Canada
  - PADS does not receive any government funding – they rely mostly on individual donors and corporate sponsorships
  - Lack of awareness of what PADS does

## Client Notes

- Agenda from first meeting
- Notes from first meeting
- Notes on Poppy from Canuck Place

## Evaluation/Review

The elements of this story had the novelty of a therapy dog, the Canucks brand and the emotional appeal of the children's hospice. Not only that, we had the advantage of being the first ever official canine team member of any hospice in Canada. Though we had many revisions and rewrote our release from several different angles, we realized that in order to push PADS brand, we had to make the story about Poppy, and less about Canuck Place.

Although our story has been picked up by local and national media (City TV's Breakfast TV, Vancouver Sun and the Global National with Kevin Newman), we're not able to truly assess how the story was covered until it comes out.

Overall, we felt that this campaign was a success.

## **PADS Meeting Agenda**

**Meeting Date:** Wednesday, March 10, 2010

### **Participants:**

Kelli Rivett	Kwantlen Polytechnic University
Lesley Chang	Kwantlen Polytechnic University
Brittany Brown	Kwantlen Polytechnic University
Ashiq Ahamed	Pacific Assistance Dogs Society
Gail Ferrier	Pacific Assistance Dogs Society
Kevin Pidwerbeski	Pacific Assistance Dogs Society

**Introductions:** Creating the components of a media kit including a Q&A, Press Release, Corporate profile, and/or Opinion editorial.

**Services:** Preparing a media kit that will include a Q&A, Press Release, & Corporate profile. We will also be pitching stories to journalists resulting in possible media coverage.

**Industry trends/Competitors:** We will discuss industry trends and competitors and also discuss current marketing and promotional materials.

## Notes from Pads Meeting

- Pads has been around for twenty-three years
- Started by Ron Tymrick, who is ADI certified
- No government assistance
- Driven 90% plus, by volunteers
- Emphasis on client, not staff
- Volunteer options at Pads include: puppy cuddles (playing with puppies), dog sitters, puppy raiser (dog stays with you for a year while undergoing training to familiarize with real life situations.
- Donations usually come from individuals, rather than corporations
- Some corporations that do donate to Pads are: Purina ( donate all food to Pads and other schools across Canada), RBC ( fund the Puppy Raised program)
- Service dogs are for people in wheelchairs, the hearing impaired, and are used as therapy dogs
- Service dogs know about eighty commands
- 70-75 dogs have graduated from Pads in total
- 10 puppies last year ( September- September)
- This years aim is sixteen puppies
- Each dog costs eighteen thousand dollars a year in “up keep”
- EPE: Early puppy education (3-4 month program)
- Other early training option is sending the do to a puppy trainer for 8 months
- 57% of dogs get to advanced training
- Those that do not make it get placed in another job setting appropriate for the dog
- Process to match dog with compatible client
- 2 week training session w/ client & dog, client has time to get to know the dog and learn commands
- After 45 day trial with client, a public access test is conducted
- Dogs work anywhere from 8 to 10 years
- Each year a public access test is conducted
- Service dogs are legally entitled to be let on busses, in cabs and into restaurants. Any malfeasances are seen as a Human Rights issue
- Puppies in training do not have the same right, however they soon hope to get the legislation changed
- Pads does not offer training for dogs to aid children with Autism at the moment, though the idea will be discussed at the board of directors over the next 3 months
- They hope to bring awareness about their organization
- Funding
- Volunteers
- Possibly bring schools on site to teach children about what they do and bring in a younger crowd of volunteers

### Upcoming Events:

- Volunteer Orientation Wednesday, April 21st, 2010 (7-9pm)
- Mother’s Day Brunch & Auction Saturday May 8<sup>th</sup> 2010, Trade Show @ Eexecutive Plaza Coquitlam, and a Golf Tournament in September
- Mother’s Day Brunch is Hawaiian themed, bid auction includes some “fun” and “unique” things such as demolishing CEO’s house, bidding to kick volunteer male hula dancers to get off stage

## Poppy at Canuck Place

Background on Canuck Place (refer to pamphlet)

- They have helped 400 families
- Only kids hospice in BC and they were first in NA
- Caters to patients who are diagnosed with life threatening illness where they are not expected to reach adulthood (18 yrs)
- Time of stay ranges from hours to months to years
- Respite care-offer place of rest for families of patients

Poppy's Handlers

- Kerry (Counseling Psychologist), Laura (Social Worker-Recreation), Dr. Hal Siden (where Poppy lives mostly)
- Dr. Siden originally suggested this idea for Canuck Place....more detail?
- All three handlers received a week of intensive training at Pads, 8hours a day

How Poppy came to Canuck Place

- Site visit of 6 dogs in early January, 2010 where Poppy was one of them
- They tried to find the dog who would be the best match for work in the hospice and Poppy was the best fit-she had a sensitivity and awareness of others that seem to work well with the environment
- Poppy craves affection—cuddles and love are her reward
- Although they have had other dogs visit as pets before and even spend time with families, Poppy is the first ever service dog to be “on staff” at Canuck Place
- Every morning when she walks up to the doors of Canuck Place she gets so excited because she is doing something she loves
- Poppy had to have some surgery herself when she first came to Canuck Place—she is an example of how we all need a little help sometimes with life's challenges, something that the people at the hospice live with on a daily basis

The Effect of Poppy at Canuck Place

- According to Kerry, there are many layers in which Poppy has influenced the patients and families in positive ways, ranging from simple cuddles to breaking down emotional barriers
- Poppy connects especially well with patients who are non-verbal
- Poppy snuggles up with kids on their beds
- Kerry uses Poppy as a way for patients to come outside their shell eg. “ Can you please just look after Poppy for a few minutes while I go over here...”
- Kerry gave an example of a child who had not smiled in a long time and then did when Poppy came over to the child

- Poppy helped a child who did not want to go on any outings before actually agree to go out to the movies because Poppy was going to...
- Another example was given of child who had not told the staff of the pain he/she was experiencing but then “told Poppy about it” and this message was soon passed on to help the child
- Poppy seems to be the link between patients who are reluctant to communicate and the outside world—she touches people in a very subtle but profound way
- Kerry says she has enhanced her practice as a counselor—Poppy has broken down emotional barriers so that patients can receive the counseling they need more easily
- Poppy is also present at many crisis meetings and other difficult gatherings with family and she seems to comfort those around her in a way that allows for better openness and understanding
- Everyone seems to relate to her in such a positive way—even the staff use her as a type of therapy when they have had a particularly challenging day—she brightens everyone’s spirits

#### Poppy with Recreation Services

- Laura, one of the handlers, takes Poppy with her on the regular outings she organizes for the children—approximately 3 times a week
- Movies, Aquarium, the recent Canuck Place telethon, etc.
- Some issues with the public not being able to identify a service dog “working” when there is not a person with a physical disability next to the dog---need to educate public about how service dogs help people with disabilities or challenges that are not easily visible from the outside...
- Poppy’s level of training by PADS is amazing—she can be trusted to be a part of any situation, especially those where typical pet dogs would not handle that well—e.g. People with costumes, dressing up Poppy herself in costume, medical equipment etc.

#### Poppy’s training at PADS

- Her training is at such a high level that she can be trusted with a 2 year old
- She can go on walks with patients even without her handler because her training is such that she will not pull
- Get more info from PADS for this part...

## Media list & pitch notes

First Name	Last Name	Job Title	Company	E-mail Address	Business Phone	Send Pitch	No Answer	Other Comments
Mark	Docherty	Host	Breakfast Television - Vancouver	<a href="mailto:mark.docherty@rci.rogers.com">mark.docherty@rci.rogers.com</a>	(604)876-1344	x		Emailed mike.bo@rci.rogers.com release, wants to meet Poppy and kids on Friday
Jeff	Nagel	Reporter	Burnaby NewsLeader	jnagel@blackpress.ca	(604)575-2744		x	
Jennifer	Moreau	Reporter	BurnabyNow	jmoreau@burnabynow.com	(604)444-3451	x		Emailed Jennifer with release
Matthew	Ramsey	Assignment Editor	Canada Now British Columbia	<a href="mailto:matthew.ramsey@cbc.ca">matthew.ramsey@cbc.ca</a>	604-662-6801	x		
Anne	Marrison	Reporter	Coquitlam Now	amarrison@shaw.ca	(604)444-3451			No longer works there
John	Gerum	Columnist	Coquitlam Now	john@wcwed.com	(604)444-3451	x		
Peter	Harris	Reporter	Global Television Network	pharris@globaltv.com	(604)420-2288			Emailed to tips@globaltv.com
Kim	Elbo	Columnist	Metro Vancouver	kim.elbo@gmail.com	(604)602-1002		x	No longer works there
Suzanne	Fournier	Reporter	The Province	sfournier@theprovince.com	(604)605-2000		x	
Chantal	Eustace	Reporter	The Vancouver Sun	ceustace@vancouver.sun.com	604-605-2691		x	
Karen	Gram	Reporter / Columnist	The Vancouver Sun	kgram@vancouver.sun.com	(604)605-2148	x		
Mike	Howell	Staff Writer	Vancouver Courier	mhowell@vancourier.com	(604)738-1411	x		Put Brittany on hold for 10 minutes, but asked for press release
Jackie	Wong	News Reporter	WestEnder	reporter@westender.com	(604)742-8686		x	Called westender with no answer six times - emailed release anyway

**Reference Letter: Marsha D'Angelo, Kwantlen Polytechnic University**



PACIFIC ASSISTANCE DOGS 

[WWW.PADS.CA](http://WWW.PADS.CA)



604.527.0556



[INFO@PADS.CA](mailto:INFO@PADS.CA)

March 18, 2011

To Whom It May Concern;

I am writing to confirm that Lesley Chang was part of a Kwantlen Polytechnic University team who effectively helped PADS with a promotional project to alert the media and ultimately the community about the placement of a very unique Canine Assisted Intervention Dog to work with the children and families at Canuck Place Hospice.

Lesley, it seems to me, was the de-facto team leader and after the initial meeting and tour of PADS' campus, which was attended by the full group, it was Lesley I was in communication with most frequently.

After much discussion, the decision was made to tackle a media awareness centered on Poppy at Canuck Place. The group conducted interviews with PADS' staff, volunteers and with the people at Canuck Place as well. The result was spectacular... of course it was a story with "legs" – 4 of them in fact – as Poppy's personality charmed all the media. There was a front page Vancouver Sun article by columnist Pete McMartin and Global Television broke a 5 year tradition by naming Poppy their National Everyday Hero for the last Friday in April 2010.

Lesley and the team were professional, courteous and presented fact-based information for media consideration via a press release and co-ordinated the interviews and media interactions that followed. They presented PADS with an outline for future media suggestions and were generally a credit to both themselves and to PADS.

I would not hesitate to recommend Lesley for the Dean Miller Scholarship award.

Do contact me if you have any specific questions.

Sincerely

Gail Ferrier  
Communications & Campaign Co-Ordinator

# Work Sample Cover Sheet: Whistler Spirit Run & Festival

## Project Name

Whistler Spirit Run & Festival live blog and weekend feature writer for the Vancouver Sun

## Objective

The Whistler Spirit Run & Festival required a live blogger and weekend feature writer to cover their two day festival at the Whistler Olympic Park. The objectives of the live blogger and feature writer were as follows:

- To keep key audiences up to date on the events unfolding throughout the weekend.
- To engage both attendees and non-attendees through use of social media.
- To increase Twitter followers by at least 100 people.

## Budget

With the high overhead costs of producing a two day festival and race, this particular project did not have a monetary budget attached to it. However, since it was a two day voluntary commitment, The Whistler Spirit Run & Festival did provide volunteers with accommodations, which was sponsored by Hilton Whistler Resort. This was primarily a virtual marketing campaign, as there were minimal costs for setting up blogs and internet connectivity fees (the cost is the time needed to do so).

## Evaluation

Throughout the two day event, I was the lead liaison between festival organizers, attendees, race participants and virtual audiences. I worked alongside Roley Chiu, who without his help, I would not have been able to report what was happening with families and what the race results were. Additionally, Roley provided his services as a photographer, allowing me to file more complete stories with the Vancouver Sun.

Ultimately, I was able to achieve the objectives set out for me by the Whistler Spirit Run & Festival board:

**Objective 1:** To keep key audiences up to date on the events unfolding throughout the weekend  
Measurement:

- File as many quality stories with the Vancouver Sun about attendees and race participants as possible along with accompanying photos.  
*Result: Filed 19 stories with the Vancouver Sun, 14 stories were complete with pictures of families, winners, university run teams or other scenery that could accompany stories.*
- Send out as many tweets as humanly possible about the attendees on the ground.  
*Result: Over 90 tweets sent out throughout the 2 day festival, with a picture accompanying the tweet to help give non-attendees a sense of what was happening*

**Objective 2:** To engage both participants and non-attendees through use of social media

Measurement:

- Number of tweets, retweets, or mentions of Whistler Spirit Run before, during and after the festival.

*Result: We collected the following numbers:*

- 45 Whistler Spirit Run retweets during the weekend
- 34 mentions of Whistler Spirit Run before, during and after festival
- 12 conversations (back and forth tweets) between myself and both participants and non-attendees

**Objective 3:** Increase Twitter following by at least 100 people

Measurement:

- Increase Twitter following by engaging both festival participants and non-attendees in conversations on Twitter, blog posts, Vancouver Sun

*Result: @WhistlerSpirit had 64 members before I took over the account. By the end of the event, we saw an increase of 104 followers and the number is still growing.*

As a result, the campaign was considered a success by the Whistler Spirit Run & Festival board.

However, I was not as impressed by the results and as a result, have offered up my services as a volunteer social media coordinator and features writer for all future events.

Enclosed items include blog posts, feature stories submitted to the Vancouver Sun and accompanying photos.

## **Articles: Special to the Vancouver Sun**

### **The Final Results: 4x2k Team Relay Results**

First Place: Crossfit Crushers Whistler

Second Place: Hershey Ladies

Third Place: Hershey Men's Team

Fourth Place: Crossfit Squamish

Fifth Place: Team Montgomery

A big shout out to Mike Hewitt from Mountain FM for running in his jeans and sweatshirt, and also Shane Bigham from News 1130 Radio for shaving two minutes off his record last year!

Congratulations to all teams and all runners!

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### **The Relay Teams**

We'll be providing you with updates on the team's progress, but here's a full list of the relay teams!

Each team is comprised of 4 people, each person is to run 2k and pass it off to the next team member.

Team 1: Crossfit Crushers #1

Team 2: Crossfit Crushers #2

Team 3: Crossfit Spartans

Team 4: Crossfit Squamish

Team 5: PanPAC Mountain

Team 6: PanPAC Village

Team 7: NoPain No O'Krane

Team 8: Brougham Team

Team 9: Montgomery Team

Team 10: Rogers Radio News1130

Team 11: Hershey HarrieLadies

Team 12: Powder Puff Girls

Good luck!

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## **Racers Cross the Finish Line**

### 10K Men's Trail Run Results

First Place: Steve Mattina with 35:54

Second Place: Andrew Slack with 37:28

Third Place: Russell Green with 40:00

### 10K Women's Trail Run Results

First Place: Karen Warrendorff with 43:32

Second Place: Carrena Dean with 44:08

Third Place: Yoko Ukai with

### 5K Men's Trail Run Results

First Place: Adam Reidy with 19:00:91

Second Place: Michael Laundry with 20:30:17

Third Place: Joe Davies with 22:18:30

### 5k Women's Trail Run Results

First Place: Lisa Brougham with 20:05:14

Second Place: Soraya Jung with 22:22:69

Third Place: Miranda Whiteley with 22:42:08

One more event to go - the corporate 4x2km relay! We've got some great teams coming up and we'll be profiling them as they come through! Congratulations, everyone!!

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### **Nine-Year-Old Runner Beats out Other Runners**

Joe Davies ran Saturday in the 2k but Sunday, he ran the 5k and came in third, beating out many of the other runners. The best part? He's only nine years old. He participated last year and his mother, Gwendolyn Kennedy realized just how spirited a runner he was.

"The Whistler Olympic Park is a great location for runners," says his mother, Gwendolyn. As for Joe? He's already looking forward to running next year and winning the race.

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### **Corporate Profile: Crossfit Whistler**

Located on Creekside, next to the liquor store, they have an entire team here that participated in both the 5k and 10k races. In fact, one of their team members, Adam Reidy came in first in the 5k trail run. The team's currently gearing up for the 4x2k relay.

Crossfit Whistler's focus is on high intensity fitness training which includes everything from running to gymnastics.

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### **More than Just a Spirit Run**

The competitive spirit is out in full force today as runners use the Whistler Spirit Run's well-groomed trail as training grounds for future races and marathons, and coaches from universities scout for their running teams. The Whistler Spirit Run is more than just a competitive race — it provides teams an opportunity to strengthen their bonds and families a great excuse to get out and enjoy the fresh Whistler mountain air.

The atmosphere blanketing Whistler Olympic Park is one of community and friendly competition. With 40 last minute walk-up registrants for the 5k and 10k runs, the volunteer team certainly has their work cut out for them!

Follow us on Twitter at @WhistlerSpirit for the latest news!

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## **Weather holds off for Day 2 of Spirit Run**

Even under the threat of rain, over 130 people showed up to run the 5k and 10k race which will begin momentarily. Both races start at the same time but will have different finish times, as both races have slightly different trails. Even though Saturday night's heavy rain may have washed out certain parts of the courses, the spectacular volunteer team has groomed the trail for the runners.

On your marks... Get set... Go!

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## **Trinity Western Spartans Light Up The Trail - 6:29 p.m. Saturday**

Led by coach Sue Northey, Trinity Western's newly formed running team has already begun to shine. This is a new group and it's also their first time competing together as a team 21 strong at the Whistler Spirit Run, and Coach Northey couldn't be happier with the results.

"I'm very proud of our new team and we're looking forward to developing our core group as our runners progress and develop," she said of her team. "With a wide range of abilities, this year I'm hoping to instill commitment and continued improvement of the team's overall performance."

Northey says the team is gearing up Canadian Interuniversity Sport (CIS) competition in November which takes place in Sherbrooke, Quebec this year. "The Whistler Spirit Run is a terrific team-building event and we as a team had a lot of fun here."

Pictured above - the entire team excited to be at the Whistler Spirit Run.

Good luck, Spartans!

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## **Two Time Olympian at Whistler Spirit Run - 6:18 p.m. Saturday**

Thelma Wright is a two time Olympian who ran for the Canadian women's team in the 1500 meter category in 1972 and 1976. Today, she volunteers for the Whistler Spirit Run handing out awards to aspiring young athletes. At the youthful 59, she also participated in the Masters men and women's 5k, finishing in the top ten.

As a national endurance coach to Canadian athletes, Wright works directly with trainers and coaches of the country's most promising long distance runners. Through her work with coaches, she helps set the standards for their athletes to become higher performers.

Interestingly enough, Margrit Meier, wife of PI Financial's Max Meier (event sponsors), trained with and competed against Wright in the 1972 Olympics and are now good friends.

A big congratulations and thank you to our very special volunteer, Thelma Wright!

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### **University/Open Men's 8k Run Results - 4:12 p.m. Saturday**

The timing couldn't be more perfect - the rain's coming in just as the men's 8k run is finishing. And th these are the results!

First Place: Blair Johnson

Second Place: Drew NicholSEN

Third Place: David Slade

Fourth Place: Theo Jankowski

Fifth Place: Simon Bill

Congratulations all!!

And that wraps it up for today! We'll be back tomorrow with more coverage of 5k and 10k trial run as well as the team relay.

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### **Masters Men & Women 5k Results - 3:55 p.m. Saturday**

Ladies

First Place: Darci Montgomerie with 19:10:47

Second Place: Lisa Brougham with 20:11:64

Third Place: Cindy O'Krane with 20:50:76

Fourth Place: Nancy Rache with 22:47:56

Fifth Place: Jackie Holloway with 23:03:18

Men

First Place: Will McKechnie with 18:26:98

Second Place: Bob Wade with 19:13:14

Third Place: Peter Cardle with 19:57:03

Fourth Place: Reidar Zapf-Gilje with 20:20:68

Fifth Place: Gordon Flett with 21:42:18

Congratulations to all!

One more event left tonight and it's already underway: the University/Open Men's 8k Run.

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## **UBC head coaches scouting at Whistler Spirit Run**

Head coaches Chris Dalhuisen and Marek Jedrzejek from the UBC running team didn't bring their top team, but did bring their top 10 most promising and developing athletes to this year's Whistler Spirit Run.

Four women, six men, they're all participating in the University/Open Men and Women's 5k run.

Marek is also here scouting the high school races and in fact, he's already spoken to Lawrence Mo, first place winner of the grade 9 to 12 boys 5k run. Mo has expressed interest in joining UBC's running team!

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## **The Running Spirit**

As we near the end of the first day, it's almost impossible to ignore the amount of spirit and passion brewing within these young athletes at the Whistler Spirit Run. From the volunteers to the runners, to the runners' parents, everyone's here for one purpose: to cheer these athletes on.

Enigmatic announcer Jessie keeps spirits up despite the dreary-looking clouds threatening rain over the beautiful backdrop of Whistler Olympic Park. As runners pass the Olympic ski-jumps, friends and family watch eagerly waiting for their favourite athlete to cross the finish line. This is an event of Olympic proportions and the passion is clearly there to match.

Follow the Whistler Spirit Run on Twitter at @WhistlerSpirit for the latest updates on race and event activities and results!

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### **University/Open Women's 5k Results**

First Place: Alison Farkash

Second Place: Natalie Scaddon

Third Place: Marisa Ratzlaff

Next up... the Masters Men & Womens 5k run.

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### **Results: Grades 9 - 12 Boys 5k Run**

First Place: Lawrence Mo

Second Place: Devin Rajala

Third Place: Nathan Wadhwani

Next up... University Open Women's 5k run.

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### **Girls Grade 9 - 12 4k Run Results**

First Place: Marissa woods with 17:34:70

Second Place: Stephanie Pawluck with 17:46:68

Third Place: Robynne Shannon with 18:16:96

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## Whistler Spirit Run Truly is for All Ages

We've got a couple mommy runners out here with their babies! Moms Jenny Kyle (left) and Grace Tansley (right) are starting their kids Jackson and Fionn early in their running careers. They've already participated in the Family Fun run event earlier this afternoon!

There are plenty of other family events and even some competitive sport events still happening today and tomorrow up at the Whistler Olympic Park. Follow us at @WhistlerSpirit on Twitter for up to the minute news throughout the day!

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## Grades 7 & 8 Boys results for the 3k run

First Place: Isaac Wadhvani with 10:53:30 (he was the first to lose a shoe during the run!)

Second Place: Kayden Sim with 10:53:70

Third Place: Erik Heilig with 11:30:40

Much more to come - the next race is the Grades 9 to 12 girls 4k run!

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## The Brougham Family

Katie Brougham (in pink) came in third for the Grades 7 and 8 1-K race, but she was the first Grade 7 girl to cross the finish line. At only 11 years old, she loves running and runs for her school. She's also quite an athlete, who is active in cross country skiing, but her passion is running for her school back on Bowen Island.

"The Whistler Spirit Run is a great way for families to get together and a great family weekend get-together overall," Katie's mom Lisa says. "We've come out to this event in the past two years, and it's always fun."

Lisa started a running club in Bowen Island called Bowen Island Rock Runners for runners of all ages. Dad John runs with the family and agrees that it's a good family event and is the motivational force behind the family running.

Sister Callie is running next in the Grades 9 to 12 category. Despite being sick, Callie's still running to keep up the family tradition. Callie believes that the Whistler Spirit Run is a great way to meet people and plans to participate next year as well.

In fact, the family's brought out their pet dog Trixie who looks like she's having plenty of fun too!

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## **Grade 7 & 8 Girls Finish Strong**

The results are in!

First Place: Katie Weaver, number 22 with 10:24

Second Place: Teagan Rasche, number 275 with 10:38

Third Place: Katie Brougham, number 1 with 11:06

We're taking a short break for lunch, but the next race starts in just a few minutes.

Mixed 6-8 1000 meter run with grades 2 to 3 boys results

First Place Boys: Ben Brownlie with 12:03 (pictured)

Second Place Boys: Braydon Smith with 12:50 (pictured)

Third Place Boys: James Johnston with 12:53 (pictured)

Mixed 6-8 1000 meter run with grades 2 to 3 girls results

First Place Girls: Erika Edgell with 12:16

Second Place Girls: Mia Zurkovic with 12:17

Third Place Girls: Isabella Galat with 12:22

The grades 7 and 8 girls results will be in momentarily!

Earlier: Today marks the third annual Whistler Spirit Run weekend where runners of all ages run distances on all terrains. With the first two races already underway and a family fun run starting in mere minutes, it's easy to feel the excitement and energy from all the runners here. In fact, the Hollyburn Jackrabbits (pictured) are already ready to go!

The Whistler Spirit Run is the realization of Frank Reynolds' vision to provide a world-class running event with the beautiful Whistler Olympic Park acting as the backdrop and grounds for runners of all ages. Today, its goals are to foster healthy communities and provide fun events for runners and families to

enjoy throughout the entire weekend. Not only does the Whistler Spirit Run provide athletes with real world experience, but the organizers have also created scholarships for high school athletes to win.

Follow Whistler Spirit run on Twitter at @WhistlerSpiritRun for up to the minute updates on who's winning, who's currently running and what's happening throughout the weekend.

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## Blog Posts to WhistlerSpiritRun.com

### Corporate Profile: Crossfit Whistler

Posted on | September 26, 2010



gymnastics.

By Lesley Chang

Located on Creekside, next to the liquor store, they have an entire team here that participated in both the 5 and 10k race. In fact, one of their team members, Adam Reidy came in first in the 5k trail run. The team's currently gearing up for the 4x2k relay.

Crossfit Whistler's focus is on high intensity fitness training which includes everything from running to

(Continued on next page)

## 9 Year Old Runner Beats Out Other Runners

Posted on | September 26, 2010 |

By Lesley Chang



Joe Davies ran yesterday in the 2k but today, he ran the 5k and came in third, beating out many of the other runners. The best part? He's only 9 years old. He participated last year and his mother, Gwendolyn Kennedy realized just how spirited a runner he was.

"The Whistler Olympic Park is a great location for runners," says his mother, Gwendolyn. As for Joe? He's already looking forward to running next year and winning the race.

Congratulations, Joe! We look forward to having you again next year!

## Trinity Western Spartans Light Up The Trail

Posted on | September 25, 2010



By Lesley Chang

Led by coach Sue Northey, Trinity Western's newly formed running team has already begun to shine. This is a new group and it's also their first time competing together as a team 21 strong at the Whistler Spirit Run, and Coach Northey couldn't be happier with the results.

"I'm very proud of our new team and we're looking forward to developing our core group as our runners progress and develop," she said of her team. "With a wide range of abilities, this year I'm hoping to instill commitment and continued improvement of the team's overall performance."

Northey says the team is gearing up Canadian Interuniversity Sport (CIS) competition in November which takes place in Sherbrooke, Quebec this year. “The Whistler Spirit Run is a terrific team-building event and we as a team had a lot of fun here.”

Pictured above – the entire team excited to be at the Whistler Spirit Run.

Good luck, Spartans!

## Two Time Olympian at Whistler Spirit Run

Posted on | September 25, 2010



By Lesley Chang

Thelma Wright is a two time Olympian who ran for the Canadian women’s team in the 1500 meter category in 1972 and 1976. Today, she volunteers for the Whistler Spirit Run handing out awards to aspiring young athletes. At the youthful 59, she also participated in the Masters men and women’s 5k, finishing in the top ten.

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A big congratulations and thank you to our very special volunteer, Thelma Wright!

## UBC Head Coach Scouting at Whistler Spirit Run

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Marek is also here scouting the high school races and in fact, he's already spoken to Lawrence Mo, first place winner of the grade 9 to 12 boys 5k run. Mo has expressed interest in joining UBC's running team!

## The Winners!

Posted on | September 25, 2010



Grade 7 & 8 Girls winners: Katie Weaver in 1st place (middle), Teagan Rasche in 2nd (left), and Katie Brougham in 3rd (right)! Congratulations!

Grades 2 & 3 Boys winners: Ben Brownlie in 1st place (middle), Braydon Smith in 2nd (left) and James Johnston in third (right).



Grade 9 – 12 Boys winners: Lawrence Mo in 1st place, Devin Rajala in 2nd and Nathan Wadhvani in 3rd.

Stay tuned!! Plenty more coverage coming right up!

## The Brougham Family

Posted on | September 25, 2010



By Lesley Chang

Katie Brougham (in pink) came in third for the grades 7 and 8 1k race, but she was the first grade 7 girl to cross the finish line. At only 11 years old, she loves running and runs for her school. She's also quite an athlete, active in cross country skiing but her passion is running for her school back in Bowen Island.

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Letter of Reference – for Lesley Chang

Re: Dean Miller Scholarship – Canadian Public Relations Society

January 26, 2011

To whom it may concern;

I thought I'd take a few minutes out of my day to send a letter of reference for Lesley Chang.

Lesley was highly recommended from a Colleague at our office as a person that would suit that needs of our event, and my personal experience with her was nothing short of excellent.

As the President of the organizing group of The Whistler Spirit Run, (Callaghan Valley Sport & Cultural Society), I'm personally involved with this Charitable Event, and everyone on our committees and Board, are all volunteers and very giving of their time. The Whistler Spirit Run ([www.whistlerspiritrn.com](http://www.whistlerspiritrn.com)) is now heading into its 4<sup>th</sup> year at the Whistler Olympic Park and Lesley has graciously offered her assistance again this year.

Lesley was the direct contact for our organization for all aspects of our social media campaign and worked closely and most specifically with The Vancouver Sun before, after and most importantly throughout the entire weekend events. She represented our organization very well with her professionalism, attention to detail, follow-up, creativity and was extremely efficient with her time. She was our "official reporter" for the Whistler Spirit Run and The Vancouver Sun and ensured that the event reporting and ultimately marketing was on target, and achieved the desired results. Her message was delivered to the readers on and off-line and co-ordinated most of this, including, blogs, photos, Facebook and twitter postings with little direction or assistance from us.

I'd be pleased to offer a high recommendation for Lesley, and if you'd like to speak with me further about her, please don't hesitate to call me at your convenience.

Best regards,

*Peter Diemer*

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