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For Immediate Release:

## **2-TIME CANADIAN OLYMPIAN GARY REED LAUNCHES REED ATHLETICS FUND, A TRACK & FIELD NON-PROFIT**

Gary Reed announced today the public launch of the Reed Athletics Fund, the first non-profit of its kind, founded and funded by a Canadian Olympian. Reed, 6-time 800 metre Canadian champion and record holder, 2 time Olympian, and 2007 Silver Medalist in the World Championships, retired from athletics in 2010 and founded the Reed Athletics Fund to support Canadian Olympic track and field hopefuls.

The Reed Athletics Fund's mission is to provide financial and other support to Canadian men and women attempting to participate in the Olympics and World Championships in the sport of track and field ("athletics") during the developmental phase of their sporting careers to assist them in reaching their full potential. This will help ensure that the country's best talent is capitalized upon and that the Canadian Olympic dream is kept alive and well. The long-term goal of the Reed Athletics Fund is to become a leading source of funding for Canadian track and field hopefuls.

Gary, now a real estate advisor in Vancouver, has committed to donate a portion of his income to the Fund and intends to support it for the rest of his life.

"I'm thrilled to be launching the Reed Athletics Fund and a drive to raise donations publicly today. Canadian track and field athletes need more financial support and my reason for doing this is to make a positive impact on the sport of track and field in Canada. I want to help those athletes who are \$100, \$200 per month away from quitting the sport," Reed said. "It's hard for people to understand how much impact \$50, \$75, \$100, or even a bag of groceries, can have on athletes' lives when they have no money."

Reed knows all too well what it means to try and make ends meet, having to scrape together whatever funds he could early in his track career through part-time jobs and help from friends and family.

"My father-in-law would come to visit and buy two big bags of meat and throw them in my freezer and sometimes a card that said, 'We believe in you, here's \$100. It made all the difference,'" Reed said.

Please support Canadian Olympic hopefuls and make a donation at [www.reedathleticsfund.ca/donate.html](http://www.reedathleticsfund.ca/donate.html)

### **About the Reed Athletics Fund**

The Reed Athletics Fund is the first non-profit of its kind, founded and funded by a Canadian Olympian. Two-time Canadian Olympian Gary Reed always knew that upon retiring from the sport of track and field, he would find a way to give back. Gary established the Reed Athletics Fund to give back in the most practical way possible: through providing financial support to Canadian Track & Field athletes. The Reed Athletics Fund relies on the support of individuals, companies and organizations that believe in supporting Olympic hopefuls. Please donate by visiting [www.reedathleticsfund.ca/donate.html](http://www.reedathleticsfund.ca/donate.html). For more information, please visit the Reed Athletics Fund website at [www.reedathleticsfund.ca](http://www.reedathleticsfund.ca) or call 604.353.6828.

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