

Stowe serves up sponsorship cash

VANCOUVER OLYMPICS: Agrees to help ski jumpers with almost \$100,000

BY DAMIAN INWOOD
STAFF REPORTER

Vancouver culinary queen Lesley Stowe has cooked up a sponsorship deal worth almost \$100,000 to help Canadian ski jumpers in 2010.

Stowe, a Paris-trained chef and caterer who created Raincoast Crisps, will also give the ski jumpers tips on healthy eating to keep them trim.

"We'd been looking at how we might get involved with sponsor-

ing, something that needed help," said Stowe yesterday. "We discovered they were in desperate need of funding."

An avid skier, Stowe said she attended a recent ski-jumping World Cup at Whistler Olympic Park. "There's been some controversy that maybe the team is a little overweight," she said. "It's a thin person's sport and weight has a fair amount to do with the distance they can travel. I thought, 'I can help them a little bit with what they're eating.'"

While Stowe wouldn't say how much her sponsorship is, Ski Jumping Canada chairman Brent Morrice said it was "close to \$100,000."

"It's an amazing gesture on her part to help us out," said Morrice. "Because we're not a recognized sport, we don't get any Own the Podium funding and with that gone, it's very difficult to pay coaching and travel and keep competitive in Europe. It will keep us going for a year."

The money will support the four-

man Canadian men's team and three Canadian women ski jumpers. Canadian women are still hoping to win the right to jump in 2010 and a discrimination lawsuit will be heard in B.C. Supreme Court starting April 20.

Today, Women's Ski Jumping USA is holding a news conference in Denver, across from the Sportaccord convention, pleading for a meeting with International Olympic Committee president Jacques Rogge.

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Lesley Stowe, Vancouver chef, entrepreneur and creator of Raincoast Crisps, is sponsoring the Canadian Ski Jumping team.

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