

# PRESS RELEASE

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## **Miele teams up with ORC to raise funds for Canadian Olympic Foundation**

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Miele Canada Limited is proud to support the Ontario Racquet Club in their goal to raise a minimum of \$250,000 for the Canadian Olympic Foundation. This generous move could very well catapult the club into a prime training location for future Olympic athletes. In raising this money over the next 5 years, both Miele Canada and the Ontario Racquet Club hope for more role models for youth across the country, especially with the current high numbers in childhood obesity. "We are very excited to be involved in this fundraising campaign," said Miele Canada President Jan Heck, "it is amazing to see the long-term benefits a healthy and athletic lifestyle can bring."

On the other end of the spectrum, the Canadian Olympic Foundation is focused on what the money can do for Olympic athletes. Every dollar is integral in helping Canadian athletes get overseas. With the right funding, Canada will have over 400 athletes at the Beijing Olympics in 2008, and many more by the time the Vancouver Olympics come around in 2010.

The money raised will be divided between two programs: the "Own the Podium" program, which funds winter competitors and has the goal of finishing first in overall medals, and the "Road to Excellence" program, which does the same for summer competitors.



### **About Miele**

Miele may well be the breakout quality brand of the decade. Long considered a household name in Europe and worldwide, Miele is exploding onto the scene in Canada with its sleek design, superior engineering and unparalleled service. Founded in 1899 on a promise of "Immer Besser", a German phrase meaning "forever better," Miele has distinguished itself in the appliance market by continuing to offer a record number of major innovations as well as a deep belief in nurturing their network of independent dealers. As the world's largest family-owned and operated appliance company, Miele is immovably committed to the highest quality, performance and environmental standards. The firm's innovative heritage, together with their state-of-the-art design and engineering aesthetic, has inspired frequent comparisons in the media to other German companies synonymous with innovation like BMW.

Miele sells a wide range of exceptional consumer appliances including vacuum cleaners, laundry systems, rotary irons, dishwashers, built-in ovens, cooking surfaces, ventilation hoods and steam ovens, as well as the revolutionary built-in coffee system. In addition, Miele offers professional laboratory glassware washers, industrial parts cleaning systems, dental disinfectors and commercial wet cleaning systems.

[www.miele.ca](http://www.miele.ca)