

ATTENTION: CITY AND PHOTO EDITORS

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For Immediate Release

MEDIA ADVISORY

**TEAM ICE GEAR – Ice Gear sponsors
the 10th World Wushu Championships
and Ontario’s elite full contact
athletes**

TORONTO – Ice Gear Fitness Apparel announces their role as the official presenting sponsor of the Provincial Sanshou Qualifier Series. Sanshou is the combative component of Wushu, which is one of the fastest growing Martial Arts in the world.

Ice Gear Fitness Apparel is a Canadian company known for their quality and high performance sportswear motivating all athletes to train their best while feeling their best. Ice Gear will also be the official apparel sponsor for the 10th World Wushu Championships held at Toronto’s Ricoh Coliseum from October 24th – 29th, 2009 that will unite 1500 national team athletes from over 85 countries around the globe.

In launching the partnership between Ice Gear Fitness Apparel and the 10th World Wushu Championships, the first athletes to become a part of Team Ice Gear are Kitchener’s Zack George and North York’s Andrea Hung. George has been a national team member since 2005, has been a medalist at the Pan American Championships and has represented Canada in two prior World Championships. Hung is a current national team member in the artistic component of Wushu known as Taolu and is representing Canada at the 2009 World Games to be held in Kaohsiung, Taiwan.

The 10th World Wushu Championships is Ontario’s largest amateur sporting event this year. It will feature competitions between the best Taolu and Sanshou athletes kicking, striking and battling their way to win the most prestigious title of being World Champions.

The Provincial Sanshou Qualifier Series is comprised of five events that allow fighters to accumulate points by winning their bouts. The four athletes with the

most points in their respective weight categories will qualify to compete at the Nationals taking place at the Magna Centre in Newmarket on August 15th – 16th, 2009. The National Championships will then select the top athletes to represent Canada at the 10th World Wushu Championships and be a part of Team Ice Gear.

The next event, taking place on June 20th – 21st, 2009 at the Elgin Barrow Arena in Richmond Hill expects the participation of 50-60 fighters from all across Ontario and Quebec. This will be a unique event as it will host not only the fourth competition of the Ontario series but will also be the single elimination qualifier for Quebec fighters.

The following is the remaining event schedule for the Sanshou Qualifier Series presented by Ice Gear Fitness Apparel and hosted by Wushu Ontario, which is the official Provincial Sports Organization recognized by the Ontario Ministry of Health Promotions:

Event: 4/5 Provincial Sanshou Qualifier Series
Date: Saturday, June 20 and Sunday, 21
Place: Elgin Barrow Arena
43 Church Street South
Markham, ON
Time: 11 a.m. to 5 p.m.

Event: 5/5 Provincial Sanshou Qualifier Series
Date: Saturday, July 18 and Sunday, 19
Place: Magna Centre
800 Mulock Drive
Newmarket, ON
Time: 11 a.m. to 5 p.m.

Event: National Championships
Date: Saturday, August 15 and Sunday, 16
Place: Magna Centre
800 Mulock Drive
Newmarket, ON
Time: 11 a.m. to 5 p.m.

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