



For Immediate Release

Alpine Insurance renews its support of the Academy

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Canmore - The Alpine Insurance Alberta World Cup Academy, Canada's premier high-performance training centre, is thrilled to announce Alpine Insurance's continued support in a multi-year title sponsorship agreement.

The partnership represents a longstanding and mutually beneficial relationship between the two iconic organizations. Alpine Insurance has a rich history of supporting amateur athletics in Alberta, while the Alberta World Cup Academy has a trusted track record in training Canada's future cross-country skiers as they develop into future Olympians.

"We're thrilled Alpine Insurance has agreed to increase their support for the Academy team in developing Canada's next generation of cross-country ski champions. Alpine Insurance is an ideal partner for us and we sincerely appreciate their support," said Alberta World Cup Society Vice President Greg Manktelow.

"Alpine Insurance is delighted to be able to support the Alberta World Cup Academy. Alpine Insurance has been a proud sponsor of Nordic events since the World Cup in 2005, and we see this as a natural progression of helping to build our sport. Thank you to the Alberta World Cup Society for creating the opportunity for Alpine Insurance. We are proud of our athletes and appreciate how much effort the individuals put into their own training. There are many ways to build a community. We encourage others to also continue to support the sport, the athletes and the community," said Ken Hughes, Chair of the Board and co-founder of Alpine Insurance & Financial Inc.

"It is exciting to see our partnership with Alpine Insurance continue to grow and develop. We share a common value of providing the best service possible today while evolving our businesses for the demands of tomorrow. We look forward to growing together in the coming years and raising our respective "games" together" said Chris Jeffries, High Performance Program Director

"The Alpine Insurance Alberta World Cup Academy has been the development centre where several generations of top Canadian cross-country skiers have honed their skills before being named to the National Ski Team. Our athletes have represented Canada at the Olympics, the Nordic World Championships and on the world cup circuit. Thanks to the support being provided by Alpine Insurance, we will continue to be "THE PLACE" for the next generation of our best developing cross-country skiers."

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