



ATHLETES KNOCK IT OUT FOR CASH PURSE

OTTAWA - August 25, 2010- CanoeKayak Canada (CKC) and Mazda Canada announced today that the fourth Mazda CanoeKayak Knockout will take place Saturday, September 11 at Ontario Place in Toronto.

Through TSN coverage, the knockout will showcase not only the new distance for the London 2012 Olympic Games in London but it will be presented in a true knockout format, which includes round robin sudden death elimination.

Mazda Canada, in partnership with CanoeKayak Canada created the event in 2007. Mazda Canada has been a significant sponsor of the National CanoeKayak Team since 1995 and has been the title sponsor of the Knockout since inception.

Their commitment to the event runs through to 2011 and celebrates Canada's Sprint national team and profiles athletes such as 2008 Olympic medalists Adam Van Koeverden (from Oakville) and Tom Hall (from Montreal) as well as Marc Oldershaw (2008 Olympian and 2010 double Canoe World Cup Canoe Bronze medalist from Burlington) and Emilie Fournel (Olympian - Kayak from Montreal).

All of Canada's national team will compete at the KnockOut along with up and coming contenders from clubs across the country. More than 100 paddlers will battle it out for titles and prizes. The KnockOut includes a full slate of senior and junior races, war canoes, crew boats and women's canoe over the 200m distance, the new distance on the London 2012 program.

All the information on the KnockOut can be found at www.mazdaknockout.ca. News alerts at MAZDA_KO on twitter along with trivia and event facts at <http://www.facebook.com/group.php?gid=8949904962>

Greg Young, Mazda Canada's Director of Corporate Public Relations, says "paddling is part of the fabric of what it means to be Canadian, and is a sport in which we excel at an international level. The Mazda Knockout is our way of celebrating these great athletes who dedicate themselves to representing our country and serve as role models to young people everywhere."

TSN, part of Canada's Olympic Broadcast Media Consortium, Canada's official broadcaster of the London 2012 Games, will carry the Mazda CanoeKayak Knockout event on September 18th at 2pm eastern.

Mazda Canada Inc. is responsible for the sales and marketing, customer service and parts support of Mazda vehicles in Canada. Headquartered in Richmond Hill, Ontario, Mazda Canada has approximately 168 dealerships nationwide. For additional information visit Mazda Canada's media website at www.media.mazda.ca

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