



FOR IMMEDIATE RELEASE

OLYMPIC SPIRIT CANADA’S SPORTS HEROES COME TO THE FERNIE MUSEUM KEVIN MARTIN | FEBRUARY 28 AND MARCH 1

FERNIE, BC | February 24, 2015 – The Fernie Museum is pleased to announce that Kevin Martin, Canadian Olympic Curling Champion, will be in Fernie, BC to participate in a series of events in conjunction with the Fernie Museum’s current exhibit, *Olympic Spirit: Canada’s Sports Heroes*. Martin is the second in series of three Olympians to participate in the museum’s programming for the exhibit. Mark Tewksbury shared his road to the Olympics with sold out crowds February 11 and Beckie Scott is scheduled as the museum’s third and final presenter in the series on March 7 and 8.

The theme of their appearances is “The Road to the Olympics”, in which the three athletes will share their personal stories of their journey to the Olympics to inspire youth in Fernie and Elk Valley region to also dream big and set high goals for themselves as well as to inspire the community to provide the leadership and support for youth to achieve their dreams.

SCHEDULE OF EVENTS

February 28	7:00 to 9:00 pm	Members’ Exclusive Event Fernie Museum
March 1	8:00 to 8:30 am	Staff Meet and Greet Canadian Tire, Fernie Canadian Tire, Fernie is the Presenting Sponsor of the exhibit
	1:00 to 2:30 pm	Curling Clinic Fernie Curling Club
	7:00 to 9:00 pm	Draw Weight: A Celebration of Canadian Curling Heritage Fernie Curling Club

The evening will include a gourmet buffet, celebratory toast, silent auction and presentation by Kevin Martin. Draw Weight is the effort it takes the rock to get down the ice to the house; Martin will reflect on his own draw weight to get to the pinnacle of curling – an Olympic Gold medal.

ABOUT KEVIN MARTIN

Kevin Martin is a retired Canadian curler from Edmonton. He is considered by many commentators and former and current curlers to be the greatest curler of all time.

Martin played in the 1998 Olympics, when curling was a demonstration sport, placing fourth. Curling became an official Olympic sport in 2002 at Salt Lake City. Martin was one of the curlers representing Canada at these Games, where he played superbly but narrowly lost to the Norwegians in the final, taking a silver medal home.

Martin also represented Canada at the 2010 Vancouver Olympic Games. Here, Martin won every game, played again against Norway in the finals, and took a gold medal home.

Martin has been to a total of three Winter Olympics and four World Championships, and has won a total of two Olympic medals and three World Championship medals. Martin also holds the record for the most Olympic victories, with 20 total wins at the Olympics.

Martin is renowned for his ability to make nearly impossible shots in difficult situations. Curlers now call pulling such a move “doing a Martin”.

During his career, Martin has also served as a major influence in the development of the sport of curling, establishing the competitive tier in the sport and setting the groundwork for the management of curling teams and the creation of high-level competitive curling events. He is also known for contributing to the growth of curling, long known as a recreational and participant-based sport, as a spectator sport. Martin retired from competitive curling in 2014.

Kevin Martin currently operates the Kevin Martin Curling Academy and curling store.

ABOUT THE EXHIBIT

A select group of Canadian athletes have changed the face of sport in Canada forever. Olympic medalists, world champions, fierce competitors – they have competed for our country, won with pride and lost with dignity. Through their efforts, they have proven that sport can capture the imagination of an entire country – and often the entire world. They deserve to be remembered. In 2002, Alberta artist Gordon Milne was commissioned by the Canadian Sport Centre Calgary to paint a series of large-scale portraits to celebrate our Olympic sports heroes. On exhibit at the Fernie Museum are twelve portraits from this series, including Alex Baumann, Silken Laumann, Beckie Scott, Ian Millar, Mark Tewksbury, Diane Jones Konihowski, Nancy Greene, Kurt Browning, Gaetan Boucher, Kevin Martin, Cassie Campbell and Catriona Le May Doan. Accompanying the portraits are artifacts from the collections of Canada’s Sports Hall of Fame showcasing the athletes’ achievements and contribution to Canadian sports. Fernie’s connection to Canadian Olympics and Olympians is also highlighted.

This collection of portraits has been achieved with the generous support of the Canadian Sport Centre Calgary, ARC Energy Trust, BMO Financial and Alberta Culture and will ensure a lasting tribute to our Canadian sport heroes. The exhibition is on loan from Canada's Sports Hall of Fame in Calgary, Alberta and is made possible with the support of Canadian Heritage and Canadian Tire.

For further information regarding the Olympic Spirit | Canada's Sports Heroes exhibit, please contact Janice Smith, Director of Programs and Exhibits at Canada's Sports Hall of Fame by phone at 403.776.1040 or by email at jsmith@cshof.ca.

ABOUT THE ARTIST | GORDON MILNE

A Canadian artist, Gordon Milne was born in Hamilton, Ontario in 1953. He attended McMaster University where he studied printmaking and sculpture. Early in his career Milne worked as a printmaker producing original etchings, woodcuts, linocuts and mixed media drawings. In 1982, at the start of a promising career, a gallery flood ravaged most of Gordon's artwork, leaving little to show from the '70s. Although difficult at the time, it proved to be the event that altered Milne's focus from printmaking to painting – specifically portraiture. Along with the Canadian Sport Heroes Collection, Milne has created the Sport Legacy Collection, a visual tribute to Olympic sport, a series of six smaller paintings which was also commissioned by the Canadian Sport Centre Calgary and is installed at the Calgary International Airport. Gordon has also enjoyed a long-term relationship with the Alberta Ballet where he regularly attends classes to draw this group of dedicated dancers. Milne has completed major portraits of several renowned Canadian dancers which mark the inception of a new collection of work called Art & Dance. In addition to these ongoing projects Gordon has completed a number of private commissions.

FURTHER INFORMATION

For further information about the Fernie Museum, please visit our website at www.ferniemuseum.com

MEDIA CONTACTS

Ron Ulrich | Director-Curator
Fernie Museum
250.423.1375 (cell)
director@ferniemuseum.com

Lori Bradish | Program Coordinator
Fernie Museum
250.423.8850 (cell)
programs@ferniemuseum.com