



Beef fuels Olympic-caliber athletes

(Calgary, Alberta) September 26, 2008 –Alberta beef helps fuel Beijing Olympians and other world class athletes through the Fuel for Gold initiative.

For the second year, Fuel for Gold, sponsored by ABP, in conjunction with turkey, pork and egg producers will help some world-class athletes to worry less about eating, and more about training.

The program helps bring nutritious protein to an athlete that is healthy, affordable and quick.

“I eat lots of high quality beef cuts because of the program,” said Louis Poirier, a PhD student and Bobsledder attending the University of Calgary. “I need to put on lean muscle, and beef helps me do that.”

The Canadian Sport Centre Calgary (CSCC) provides the lunch program for its registered athletes. It was designed to provide Canada's best athletes training in Calgary with the nutrition they need to be successful in their sport; the weekly menu has been created by the CSCC dietitians, strength trainers and a Fuel for Gold chef.

The primary purpose of this program is to provide high performance athletes with convenient, affordable and nutritious lunch options. Fuel for Gold offers nutritious meals for optimal exercise recovery at a time of day when athletes' bodies are most receptive to restoring energy and repairing muscle tissue after a hard morning of training.

“The nutritional aspect of being an elite athlete is critical,” said Beijing Olympic gymnastics contender, Nathan Gafuik. “This helps me get the food I need at a reasonable cost.”

The launch of the second year of the program began this week.

For more information contact:

Lori Creech

Alberta Beef Producers Communications Manager

P: 403-451-1179

E: loric@albertabeef.org