

# CSIO ANNOUNCES 2XU AS OFFICIAL APPAREL AND COMPRESSION SUPPLIER



*For Immediate Release*

TORONTO (November 16, 2015) - Canadian Sport Institute Ontario and 2XU (Two Times You) are pleased to announce a multi-year partnership that will support CSIO staff and targeted national and developmental team athletes while promoting sport across Canada.

2XU will serve as the Official Apparel and Compression Supplier to the Canadian Sport Institute Ontario with a three-year partnership.

When asked, Nikki Beal, 2XU Managing Director said – "We are excited to have the Canadian Sports Institute Ontario as a sporting association partner in developing our Canadian athletes for international sporting excellence. Our brand is about advancing human performance with great products for high-level competitions and the CSIO athletes and staff embody what we stand for as a brand."

Commenting on the new partnership, John Grootveld, CSIO Director, Business Development said – "Canadian Sport Institute Ontario is very excited to welcome 2XU on board as an Official Supplier of Apparel and Compression Gear. 2XU's commitment to advancing human performance through the development of world leading athletic garments aligns perfectly with our mission to support and assist athletes and coaches as they prepare for international podium success."

2XU has built its reputation on using technology to multiply the performance of athletes and taking them beyond what they thought possible. With a relentless commitment to engineering world-class garments from fabrics delivering tangible benefits to the wearer, 2XU sets the benchmark in high performance sports apparel. Ongoing testing, research and consultation with professional sporting bodies and athletes are integral to the brand's winning formula.

This agreement between 2XU and CSIO will help provide 'Racebred' gear to high performance athletes within the CSIO framework, play a leading role in 2XU's brand strategy, 'Human Performance Multiplied' and provide 2XU merchandise to athletes, coaches and fans alike. 2XU and CSIO will launch several campaigns throughout the partnership targeting athlete & staff engagement and training and fitness related social media content, such as – #HeartNotHype #TwoTimesYou #CSIO and #PoweringPodiumPerformances

## **About 2XU – (Two Times You)**

Founded and based in Melbourne, Australia with the Canadian Head Office located in Toronto; our philosophy is to create products that will advance human performance. 2XU employs fabric and construction technology to take you beyond what you previously thought possible. Worn by multiple world champions and endorsed by sports institutions the world over, 2XU understands what is needed to be the best and is fast becoming the most technical performance sports brand on the planet. Developed by athletes for athletes.

## **About CSIO – (Canadian Sport Institute Ontario)**

Located at the new Toronto Pan Am Sports Centre, a legacy facility of the Toronto 2015 Pan/Parapan American Games, Canadian Sport Institute Ontario (CSIO) is a non-profit organization committed to the pursuit of excellence by providing world-class programs, services, and leadership to high performance athletes and coaches to enhance their ability to achieve international podium performances. CSIO offers athletes a range of sport science and sport medicine services including nutrition, physiology, biomechanics, strength & conditioning, mental performance, sport therapy and life services. CSIO also delivers programming and services to National and Provincial Sport Organizations and coaches to work towards building a stronger sport system in Ontario and Canada.

CSIO services approximately 700 high performance athletes and 250 coaches, at its main facility at the Toronto Pan Am Sports Centre, its satellite location at the Mattamy National Cycling Centre in Milton, and in daily training environments across Ontario. CSIO is part of a larger network of 4 institutes and 3 multi-sport centres across the country known as the Canadian Olympic and Paralympic Sport Institute Network, working in partnership with the Canadian Olympic Committee and Canadian Paralympic Committee. CSIO is further supported by the Ministry of Tourism, Culture and Sport, Sport Canada, Own the Podium, and the Coaching Association of Canada, along with the National and Provincial Sport Organizations within the sector.

Learn more at [www.2xu.com](http://www.2xu.com) and CSIO at [www.csiontario.ca](http://www.csiontario.ca)

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-30-

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