

# CSIO ANNOUNCES INFINIT NUTRITION CANADA AS OFFICIAL SUPPLIER



POWERING PODIUM PERFORMANCES  
INSPIRER L'EXCELLENCE

*For Immediate Release*

TORONTO (November 17, 2015) - Canadian Sport Institute Ontario and Infit Nutrition Canada are pleased to announce a multi-year partnership that will support CSIO and targeted national and developmental team athletes while they prepare for international podium success.

Infit offers athletes nutritional products that are free of banned substances to help fuel them for optimal performance during training, recovery and competition. Infit has also created "The Custom Fuel Program" which is designed to provide athletes with nutritional products that are tailored to their training and performing needs.

As an Official Supplier to CSIO, Infit will provide product to CSIO to help fuel high performance athletes training at CSIO's facilities. These products will be used in the Sport Performance Kitchen, where athletes learn how to prepare and cook nutritious meals and snacks, and in the Athlete Lounge to help stock the recovery snack bar available to athletes. CSIO's Sport Nutritionists will work with the Infit team to ensure the products provided match the exact needs of the high performance athletes they work with.

This agreement between CSIO and Infit will also provide CSIO's registered athletes with the opportunity to purchase Infit's products at a discounted rate.

"Infit is very proud to be fuelling some of the top athletes in Canada through *The Custom Fuel Program*, a program that was initiated with the Pacific group in 2008," said Darcy Haggith, CEO from Infit Nutrition Canada. "We are delighted that we continue to earn the right to fuel our country's most elite athletes. Knowing that we are making a difference in the training and ultimately performance on the world stage is absolutely incredible."

"CSIO is very excited to be working with Infit to help fuel our athletes as they train and compete," said John Grootveld, Director, Business Development for CSIO. "We believe that Infit offers a quality, nutritious product that meets the World Anti-Doping Agency's standards and is free of banned substances. Working with CSIO's Sport Nutritionists, Infit will be able to serve Ontario's elite athletes even better."

## **About Infit Nutrition Canada**

Infit Nutrition is a Canadian Sport Nutrition company located in Windsor, Ont. Infit specializes in creating custom fuel blends for athletes based on their specific training and performing needs. Infit continues to expand product offerings in the sports market and since 2006 they have been fuelling athletes with the highest grade, ultra-premium sports nutrition. Together CSIO nutritionists and Infit have formulated products that are being used by many of Canada's Olympic and National level athletes to help fuel them to their fullest potential.

## **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.infitcanada.com](http://www.infitcanada.com) and CSIO at [www.csiontario.ca](http://www.csiontario.ca)

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