

## News release for immediate distribution

Fewer competitions, more training in upcoming season

### ALEXANDRE BILODEAU TAKES QUALITATIVE APPROACH IN LEAD-UP TO SOCHI

*Cascades renews its support and encourages Alexandre in his preparations for 2014*

**Montreal, November 15, 2011**—Olympic champion Alexandre Bilodeau is revising his approach to competition and the way he trains as the new ski season approaches. Taking the lead from other elite-level athletes, the skier will carefully select the competitions in which he will participate in 2011-2012. This new approach to competition will give him time to work on each technical element in his skiing in order to be in peak form when he goes to Sochi.

“In the usual race calendar, competitions are scheduled close together, which doesn’t give us enough time to work on certain aspects of my technique. We took inspiration from other athletes at the top of their sport, like Usain Bolt (track and field) and Michael Phelps (swimming), who use a similar approach. My team and I felt it was time to revisit the way we do things and we’ve opted for a reduced competition schedule, with priority on improving my technique and fitness. I want to be ready for the world Championships next year, and especially for the Sochi Olympics in 2014, where I intend to defend my title. I don’t ski to come in second,” says Alexandre.

#### **A bold and well thought-out challenge**

Alexandre hopes to take part in some competitions where conditions will most closely resemble those for these two big challenges. “We will be strategic in our choices so as to put Alexandre in a competitive context that is similar to what he will face at the World Championships and the Olympics,” says his coach, Michel Hamelin. “For example, we can already tell you that he’ll be at the starting line in Deer Valley in February, because the course, the time of year and the atmosphere there will prepare him for the Olympics. For other races, we’ll decide in the short term so we can stay focused on our goal,” he adds.

Scott Livingston, the well-known athletic trainer, is already working with Alexandre and Michel to develop a customized program that will take into account the Bilodeau camp’s new approach. “With experience and maturity, I’ve gained a better understanding of how my body and my mind react. I know that Scott’s program will make me stronger and that Michel will take my skiing to a new level. For the mental aspect, I’m going to keep working with Wayne Halliwell. And since I’m committed to my studies, I will be continuing with my university courses at the same time, so my head will be in two good places,” concludes the Olympic champion.

#### **Cascades reaffirms its support for its ambassador**

Cascades, Alexandre Bilodeau's principal sponsor since he was 14, has renewed its support for the Quebec skier, from the start of the 2011-2012 season until his career ends in the 2014 season, the year of the Sochi Olympics. “Alexandre’s discipline and talent are admirable, says Alain Lemaire, president and CEO of Cascades. It is natural for us to continue to support such an exceptional athlete.”

INFORMATION AND INTERVIEWS

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