

FOR IMMEDIATE RELEASE

November 30, 2006

NEWS RELEASE

**PNE AWARDS FINAL 2006 MIRACLE MILE BURSARY TO KAMLOOPS
TRIATHLETE JENNIFER COOK**

VANCOUVER, B.C. - The Pacific National Exhibition's December 2006 Miracle Mile Athlete Bursary has been awarded to Jennifer Cook of Kamloops, for her incredible achievements in the sport of long course triathlon.

As a long course triathlete, Jennifer is not entitled to the funding that is provided to those that train in the Olympic distance triathlon category, which is heavily funded, by the Canadian Government and corporations committed to supporting sport in Canada. This means that all of her training, travel and medical related expenses are paid for directly out of her own pocket. Earlier this month Jennifer traveled to Canberra Australia to compete in the Long Course World Championships – no small expense.

With the level that Jennifer is currently competing at in long course triathlon, you would guess that she had been at it for years. The truth of the matter is - she didn't even know how to swim until two years ago. After being involved in a charity sprint distance triathlon with a group of co-workers in 2000 Jennifer became hooked on the sport and started to train consistently honing her skills in running, swimming and biking. Her dedication to excellence has taken her from a newby to a top of the line athlete in under seven years.

"Jennifer is probably the most dedicated and determined amateur athlete I know," says Jennifer's athletic counselor and mental trainer, Dave Freeze. *"While there are many others in her league, she sets the standard for commitment to the training program, as well as in intensity and consistency of work undertaken."*

Dedication and determination for her sport doesn't end at training hard and competing, Jennifer, a professionally trained graphic artist, has made it a priority to make her professional services available whenever and wherever needed to sports clubs and associations in her community. From producing logos and club identity merchandise for the Kamloops triathlon club to producing advertising and promotional material for the local YM-YWCA's "Kids to Camp Mini Triathlon", Jennifer has shown her commitment to her community.

"Jennifer is the type of well-rounded, extraordinarily talented athlete that The Pacific National Exhibition is proud to assist financially," says Michael McDaniel, President and CEO of the Pacific National Exhibition. *"I hope this acknowledgement of her already substantial achievements in sport will be another source of encouragement for her continued training and dedication to triathlon."*

For more information on the PNE's Miracle Mile Bursary visit www.pne.ca or call 604-251-7708.



2901 East Hastings Street, Vancouver, B.C. Canada V5K 5J1 Telephone: 604 253-2311 Fax: 604 251-7753 www.pne.ca

Owned by the City of Vancouver, the Pacific National Exhibition (PNE) is a healthy and vibrant non-profit charity organization dedicated to providing over 3 million visitors a year with first-class cultural, sporting and family entertainment events. Founded in 1910, the PNE operates from a 114-acre site at Hastings Park, a multi-facility venue in Vancouver where the organization operates four activity streams: an annual 17-day Fair, Playland Amusement Park, maintenance and care of the Hasting Park site and management of the site's year-round facilities. These facilities are utilized to celebrate a variety of hockey, amateur sporting, music, community, social, cultural and commercial events throughout the year.

For more information, please contact:

Laura Ballance, Media Relations - Pacific National Exhibition
604-684-3170
604-771-5176 (cell)
laura@curvecommunications.com