



PRESS

CANADA GOOSE CELEBRATES CANADIAN TALENT AS TORONTO INTERNATIONAL FILM FESTIVAL® 2012 SPONSOR

TORONTO – AUGUST 29, 2012 – Canada Goose, one of the world’s leading manufacturers of extreme weather outerwear, today announced it is an official sponsor of the Best Canadian Feature Film Award at The Toronto International Film Festival® 2012. Celebrating its authentic relationship with the film industry, the company created “*Journey North*” – a trailer directed by award-winning Canadian director Nathan Morlando, which will air before each screening of the 26 Canadian films during the ten-day Festival.

For more than two decades, Canada Goose parkas have been a staple on film sets anywhere it is cold – often referred to as the “unofficial” jacket of film crews, by industry insiders. More recently, the iconic jackets have made their way on-screen to authenticate films that are set in cold climates, including *Captain America*, *The Grey*, *Mr. Popper’s Penguins*, *Red*, and many more.

“Film is the perfect intersection for Canada Goose; it’s where function and utility meet fashion and glamour,” said Dani Reiss, President & CEO, Canada Goose. “To align ourselves with such a world-renown event as an official award sponsor, and to have a role in showcasing some of the amazing cinematic talent Canada has to offer, is truly exciting. We’re proud to support the next generation of Canadian success stories.”

To direct the “*Journey North*” trailer, Canada Goose engaged award-winning Canadian director, Nathan Morlando (*Edwin Boyd*). Filmed on Pemberton Glacier in British Columbia by a crew of 50 people and three helicopters, the trailer is a celebration of Canada Goose’s authentic role in the film industry. Nathan will also be featured as a Goose Person in upcoming ads from Canada Goose.

To extend the “*Journey North*” experience beyond festival-goers, Canada Goose also announced an online contest that invites consumers to narrate their own story of adventure by developing a script for a 90-second video, created by agency of record, Doug & Serge. Participants will have a chance to win an exclusive Toronto International Film Festival® VIP Package which includes a professional recording of their script, tickets to events next year, and Canada Goose outerwear. The contest opens September 4, 2012; visit www.journeynorth.ca to enter.

About Canada Goose Inc.

For over 50 years, Canada Goose has been committed to producing the best extreme weather outerwear in the world; proudly made in Canada. From the South Pole research facilities and the Canadian High Arctic, to the streets of New York City, Stockholm, Milan, Toronto and Tokyo, people wear Canada Goose products because of its reputation for authenticity, best quality, functionality and iconic style. Canada Goose supports Polar Bears International as well as a number of charitable organizations and outdoor ventures that provide commitment to Arctic stewardship and the environment. Visit www.canada-goose.com for more information on Canada Goose.

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