



## PRESS

### CANADA GOOSE WARMS UP BERLINALE AS OFFICIAL OUTERWEAR PARTNER

**TORONTO – JANUARY 13, 2014** – Canada Goose, one of the world’s leading manufacturers of extreme weather outerwear, strengthened its relationship with the film industry in Europe by announcing its engagement as official outerwear partner of the 64th Berlin International Film Festival. This year, Berlinale red carpet staff will wear Canada Goose jackets from its Outdoor Performance and Branta collections, chosen carefully to provide the warmth, protection and style they need throughout the Festival.

For decades, Canada Goose has been known as the “unofficial” jacket of film crews everywhere it’s cold, and more recently, the jackets have also made their way on camera to bring cold-weather scenes to life, authentically. The iconic parkas have been seen in films such as *Man of Steel*, *World War Z*, *Captain America*, *National Treasure*, *The Grey*, *Mr. Popper’s Penguins*, *Day After Tomorrow* and many more.

“From major feature films to independent documentaries, our jackets have played a role in keeping on and off-camera talent warm for more than 20 years. We look forward to telling that story more widely in Europe as a partner of the renowned Berlin International Film Festival,” said Kevin Spreekmeester, SVP Global Marketing, Canada Goose.

“During Berlinale everyone has to be well ‘geared-up’ due to the cold temperatures. We are very pleased to have in Canada Goose a true expert on board so we can embrace the Berlin winter,” said Festival Director, Dieter Kosslick.

The sponsorship with Berlinale has been agreed for three years.

## **About Canada Goose**

For over 55 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, 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.canadagoose.com](http://www.canadagoose.com) for more information.

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