



PRESS

CANADA GOOSE HEATS UP THE 2013 SUNDANCE FILM FESTIVAL AS OFFICIAL OUTERWEAR SPONSOR

TORONTO – December 6, 2012 – Canada Goose, one of the world’s leading manufacturers of extreme weather outerwear, celebrates its authentic connection with the film industry as the Official Outerwear Sponsor of the 2013 Sundance Film Festival, Jan. 17-27 in Park City, Salt Lake City, Sundance and Ogden, Utah. As part of the sponsorship, Canada Goose will provide more than 300 filmmakers and jury members with signature Burnett Jackets, from its Fall/Winter 2012 collection, to keep them warm throughout the Festival.

Known in the entertainment industry as the “unofficial” jacket of film crews, Canada Goose parkas have been the must-have gear on film sets anywhere it’s cold for more than 20 years. Canada Goose down-filled jackets are 100% manufactured in Canada with the highest quality craftsmanship and materials, offering crew members the warmth and functionality they need to survive long shoots in the most demanding environments. In recent years, the iconic jackets have also made their way on-camera in films such as *Captain America*, *National Treasure*, *The Grey*, *Mr. Popper’s Penguins*, *Whiteout*, *Eight Below* and *Battleship*, as a way to help authenticate movies set in cold weather environments.

“From major feature films to independent documentaries, our jackets have played a role in the film community for more than 20 years. As a sponsor of the iconic Sundance Film Festival we’re thrilled to offer filmmakers from around the world a piece of Canada and an exclusive token of their 2013 Festival experience,” said Kevin Spreekmeester, VP Global Marketing, Canada Goose.

Introduced in Canada Goose’s Fall/Winter 2012 Outdoor Performance collection, the Burnett Jacket is a military-inspired coat insulated with white duck down for the ultimate in warmth and protection. The official Sundance Film Festival customized jackets feature the Sundance logo on one arm, fleece-lined hand warmer pockets, shoulder epaulettes with snap attachments to secure gloves or the removable hoods, and heavy-duty, rib-knit cuffs to keep out the cold.

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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.

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